THE WEBER FORECAST

WEEKLY TRENDS REPORT

Friday 08 August 2025



THIS WEEK'S FORECAST

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Micro trend — Macro trend

Difficult to action

Easy to action

- Clankers
- Beauty, Beats & Bots
- Grind sets
- Brain Rot Summer
- Anti-Wedding, All Romance
- The 'Memooners'

Icon Glossary

- Trending
- News you should know
- On the up
- Cancelled
- It's gonna be big
- That's the tea
- Sustainability
- Consumer habit
- TikTok trend
- Be quick

FOR YOUR INFO

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This week's dates & microtrends

TikTok trends

The **performative male contest**. Shout out **to The Marias**.

Represent your culture's beauty standards with the **'turning myself into a (country) 10'** trend.

ICYMI

Did you fall for the **AI bunnies on the trampoline**. #1 rule for spotting AI videos: no one owns a trampoline nowadays.

Crashing out after losing to your rival. Recreating **the exact same scenario** from 10 years ago.

Phrase of the week

"**Clankers**". The growing list of insults to use against AI/robots as anti-AI sentiment grows.

Tea of the week

This summer's vibes are bad. Welcome to **Crash Out Summer** and **Brain Rot Summer**.

Digi updates

Mr Beast ventures into selling toys with his **upcoming animated YouTube show**. We predict it to be the most popular toy line during Christmas.

Fitting in on social media means **trying to be an influencer**, but some are rejecting this altogether and going back to **the OG Instagram vibe**.

What we're loving

The **black-clad crowds** for the Prince of Darkness's funeral.

Upcycling fashion classes for kids. Turning dad's old jeans into a cool denim bag.

Established trends

Rom-coms are dead, **Rom-gore has taken over**.

The backlash against the 9-5 influencers who quit their jobs to become full time influencers.

The future

The N in NBA stands for numbers. The **smart basketballs that can track** everything.

On our radar

- Alien: Earth – 12 August
- Nobody 2 – 15 August
- Chance the Rapper: Star Line – 15 August

One to watch

Aamir Khan, Bollywood royalty, is putting **his movies out on YouTube** for 100 rupees to combat against unaffordable cinema visits.

Insights of the week

Why did **spoof movies disappear** for 10 years? Liam Neeson **ushers in the return** of the genre.

A zoo in Denmark asking for **dying pets to be donated** for their lions to eat.

Weekly doses of cute

Will your dog be the **next 'Dogue' star**, the **library list** of the most passionate reader, and the **10-year anniversary** of how to hold a baby.

Rising trends

Parents are opting for a **FAFO (F*** around and find out)** style of parenting. Fighting feral with feral.

Want a romance book level romance? Join **a read-dating event** and swap books with a cutie.

Stat of the week

The Q2 Lyst index: **Miu Miu regains its crown** as hottest fashion brand and Pucci is the next big brand with a **96% increase in demand**.



Image: **Evo Events**



Image: **@howtodadnz**



Image: **@theseattlestranger**



Image: **@abbyroberts**

TREND TRACKING

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How some of the trends we've identified have evolved in recent months

Beauty, Beats & Bots



Image: @SeraphinneVallora

Guess's new Vogue campaign **features a flawless blonde in summer florals**, who happens to be AI. Picture tiny fine print, big reaction. It's Vogue's first AI model, and people aren't staying quiet. Meanwhile, AI band Velvet Sundown hit 1M+ streams before fans learned the music, backstory, and band members were all fake. **After some denial, they finally admitted it is fully artificial**. Now the real talk is transparency. If we can't tell who's real and who's code, how do we trust what we're buying, streaming, or following? The AI wave is here, but keeping it secret? That's the real problem.

Trend: AI – fluencers

The 'Memooners'



Image: @TraceeEllisRoss

Tracee Ellis Ross swears by solo travel, and now, so do we. Whether it's for adventure, **healing**, or just escaping the group chat, she's such a fan she made a docuseries about it (Solo Traveling, Roku, July 25). And she's not alone: Dubbed 'MeMooners', solo travellers are rewriting the two-ticket rule. **Nearly 55% of Gen Z say they often travel solo**. Women lead the trend (70%), with many craving **connection, culture, or just peace**. Some bring pets, others are bouncing back from breakups. Either way, solo is no longer sad, it's stylish, **empowering**, and totally worth the window seat.

Trend: Solo trip

Grind sets

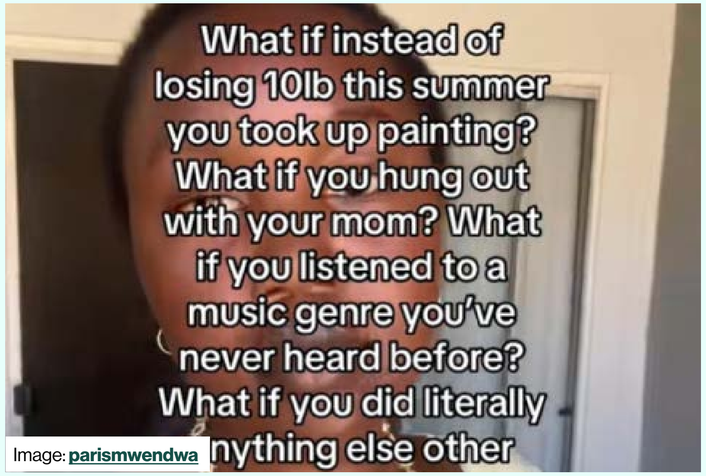


Image: parismwendwa

You're not a machine, babe, so why are you training like one? Welcome to the gym cult, where **skipping prom for leg day** is a badge of honour and **over-exercising** is disguised as dedication. Sure, moving your body is magic, but when workouts replace friendships, fun, and rest, it's like giving yourself gold in a one-person race. Social media's **love for aesthetic perfection** fuels burnout disguised as self-improvement. Gen Z might be lifting more, but at what cost? Real health isn't six-pack abs and 5 a.m. sprints, **it's balance, connection**, and, yes, **rest days**. Joy is the real glow-up. The six-pack is optional.

Trend: I never see you at the club



Image: @Charli_XCX



Image: @simonarakauskaite

Courthouse Weddings Have Never Been More Chic

These low-key nuptials are growing in popularity and becoming an aesthetic, offering couples intimate yet affordable settings for their big day.

Image: NYTimes



Image: @shylahmay

Weber Forecast Insight

Celebrate personal style and intentional choice, this isn't about rejecting tradition but embracing the freedom to define love on your own terms, a narrative brands can authentically align with.

This week's long read

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ANTI-WEDDING, ALL ROMANCE

Guest List: Optional

Here comes the... **sunglasses and cigarettes**.

The anti-wedding is having a moment. Think city hall, **chic, short dresses**, and dinner reservations over banquets. Who needs a champagne tower and a 200-guest headcount when you can throw on a vintage suit, grab your person, and **head to the courthouse**?

While the headlines love **Jeff Bezos** turning Venice into District One of the *Hunger Games* and Eve Jobs turning the Cotswolds into a **celeb-spotting safari** (pizza included), the real power move is the microwedding.

Pinterest reports a 190% spike in searches for **"registry office elopement"**, and it's no mystery why. With the average U.S. wedding now **costing $33K**, couples are ditching the overwhelm in favour of simplicity, intention, and style. This isn't just budget-driven; it's cultural. From **Charli XCX's low-key Hackney Town Hall** nuptials to **Lady Gaga's dream of a courthouse ceremony followed by Chinese takeout**, the shift is clear: less spectacle, more soul. It's also deeply nostalgic, channelling the timeless cool of **Carrie and Big**, **Marilyn Monroe**, or even their own parents.

Modern couples are yearning for the **simplicity of just two people and a signature** and with it comes ease, elegance, and a little rebellion.

WANT TO KNOW WHAT ELSE IS ON THE HORIZON?

Talk to us for:

Reports

Our '**Signals**' reports provide deep dive insights and implications for your brand, audience or category.

Workshops

Our own '**Culture Collider**' workshop methodology approaches briefs through the lens of cultural trends to help teams create culture first ideas.



Pictured: Unsplash

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