

Pictured: Pexels

THE WEBER FORECAST

WEEKLY TRENDS REPORT

Friday 18 September 2026

THIS WEEK'S FORECAST

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Micro trend — Macro trend

Difficult to action

Easy to action

- I'm going 'gateside'
- Apple goes foldable
- A24 X DIOR
- Birkin lost its appeal
- Make a (digital) wish
- Sibling cohabitation

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

THE WEBER FORECAST

This week's dates & microtrends

TikTok trends

Show off your incredible sleeping positions with the **Zayn Sleeping trend**.

Find your celebrity lookalike with **Starbyface** or turn **your relative into you**.

Edits of the week: **"Thoughts on ...?" photoshop** trend and the **noodles no noodles edits**.

ICYMI

The Chicago Cubs released a **romance micro drama on their socials**. Should have named it 'getting to third base'.

Goodbye Suica Penguin. The people of Japan will **soon vote for their next Suica mascot**. We love option C.

Phrase of the week

"**The age of tiramisu.**" Who wants to join our end of the world tiramisu party? It's BYOS (Bring your own spoon).

Digi updates

N3on, internet streamer, launches a **24/7 AI live stream**. It's somehow worse than you think.

Apple goes foldable. Game-changing or a way to flex you got $£$.

Tea of the week

The **Stella Lefty discourse** is still going on, **Sydney Sweeny** plays for the wrong team and ***Wolverine* disappoints**.

What we're loving

A24 X Dior is so perfect. Now the struggling protagonists will be decked out in full Dior, how relatable!

The **stranded at Albuquerque** airport **saga**.

Established trends

What Gen Alpha **boys are getting at the barber** and the hypnotising **appeal of a bleached buzz**.

The **academic-dishonesty AI crisis** continues to grip higher education. If there's a will, there's a way.

Insights of the week

The **Birkin has lost its appeal to the rich** because every influencer and their pet has one.

New **college students are already quitting two weeks** into the semester.

On our radar

- Hope – 25 September
  Sense and Sensibility – 25 September
- American Horror Story S13 – 24 September
  Steel Ball Run JoJo's Bizarre Adventure: 2nd-3rd Stage – 25 September
- Silent Hill: Townfall – 24 September
- Tinashe: Popstar – 25 September

Weekly doses of cute

Free dog hats, **dog diners in HK**, **Celine Dion roars back**, **fridge magnets**, **30 best songs about cats** and **tech in Zoo habitats**.

Rising trend

Phones are the new cigarettes at restaurants and we're continuing to see **distressed fashion be uber cool**.

The future

Remember the last couple weeks when we had warnings about AI? Here's a new one! Now there's a **10% chance AI could go all terminator**!

Stat of the week

One in Nine migratory birds are threatened with extinction and 45% of migratory species are in decline.

Ones to watch

Prison Break* reboot**, **Kai Cenat's Vivet debut**, **Oasis returns**, ***Widow's Bay* is a winner**, **Netflix with Sega**, ***WOW Forever and ***StarCraft* makes a return**.



Image: **@A24**



Image: **Suica**



Image: **@hddany_**

TREND TRACKING

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

On the floor creators



Image: @payton

With its creator program and series of music focused ads, GAP is continuing to go all-in on social by expanding its **creator program to its employees**. We predicted ECG to be an increasingly popular strategy and we're seeing it in action with **Staples baddie** and **Kathryn Turner**, star of M&S. GAP is hoping to create an internal ambassador whose posts will paint GAP as the go-to place for where young hip people go for their closets or want to work at. Will their newest **denim tote bags**, upcoming **A.P.C. collab**, and **nostalgic perfumes** help them move the needle to make them unstoppable? They're the blueprint for making a triumphant comeback after years of irrelevance. We don't want to glaze them too hard; the **KatseyeGAP** hoodie couldn't ship to us. Fix it!

Trend: Work Hard, post Harder

I'm going 'gateside'



Image: @earthtones

We weren't born pre-2001 so we never experienced the airport gate confession except from old rom coms. The **TSA is bringing back the pre-9/11 airport experience** where non-travelers can enter the airport without a plane ticket to send off loved ones or enjoy the benefits of an airport. **Reading this viral reddit thread** of airports in the past gave us a taste of a forgotten experience. While this is US only for now, could we see airport tourism become a thing? There are some incredible new airports full of exclusive experience that we briefly glimpse, could it be apart of the itinerary? Will we see airport gate confessions come back? Probably not, you still have to go through tons of security.

Trend: Travel rediscovered

Sibling cohabitation



Image: @sisterssanctuary

Sorry only children. **Sisters are increasingly buying homes together** and are living together post-parent/post-university. We're living in the age of impossible housing prices, childless futures, singlehood losing its taboo and the loneliness crisis. Having a sibling to buy a home is being seen as a solution to all these societal changes. It used to a common trope in film/TV with *Practical Magic, Full House, Golden Girls* but it has now evolved. We're seeing this with the rise of **sister cohabitation social media accounts**, **Keke Palmer showcasing her home** with her two sisters and the general trend of living with parents past teen hood. Next holiday gathering, play nice with your siblings you could end up being real estate moguls.

Trend: Home is where the Hub son is

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This week's long read

MAKE A (DIGITAL) WISH

Clout chasing hits the world of gift-list apps

Every app can be social one if you try hard enough – and that's exactly what Gen Z and Gen A are proving as they turn shoppable gift list apps like **Giftful** into a new way to find inspiration, express themselves, and connect with others.

And their rise makes sense. This demo is more product than brand-loyal: they prove who they are by curating the items around them. On these apps, users build visual lists of whatever products they love, want, or wish for, based on whatever occasion, holiday, or theme they choose (**autumn inspo**, anyone?). Here, the taste making ground is more level: gaining followers isn't about what you can buy, just what you wish for.

They scratch their itch for self-expression, and as ***The Strategist*** said, mean anyone can feel like an influencer. On TikTok, **teens show off their lists** and ask for reccos for the greatest list-makers (***drop your handle in the comments!***). You can "shop" other wish lists and show off your identity one product at a time.

For this group, expected to **drive 40%** of fashion spending by 2035, online shopping is as natural as breathing. They reject **ad-heavy** platforms but are **twice as receptive** to the pull of an influencer recommendation. So, when they find a new way to show off their personal taste – with a side of shopping? Sign them up.

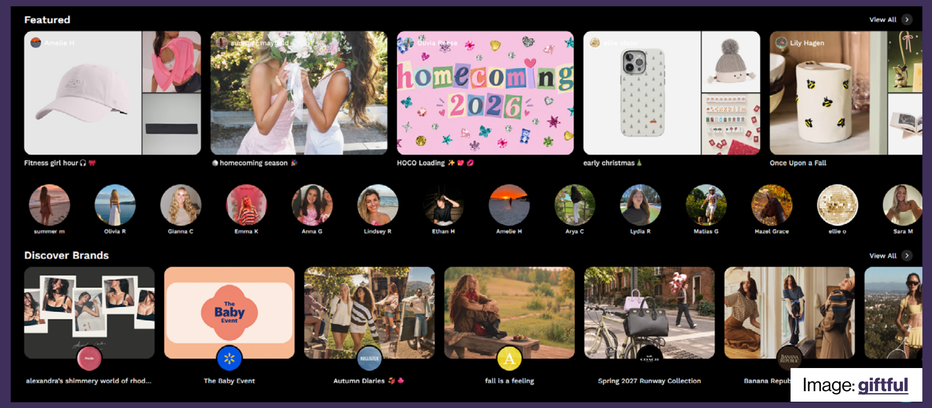

Image: **giftful**

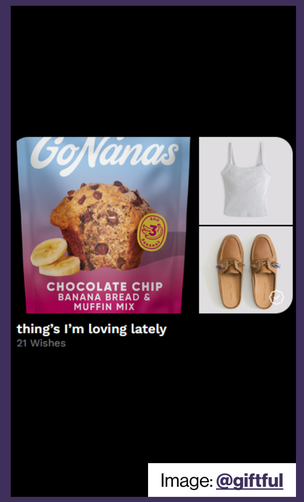

Image: **@giftful**

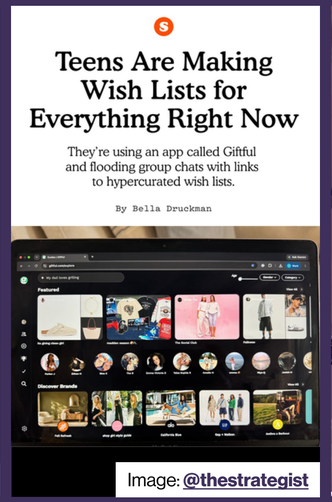

Image: **@thestrategist**

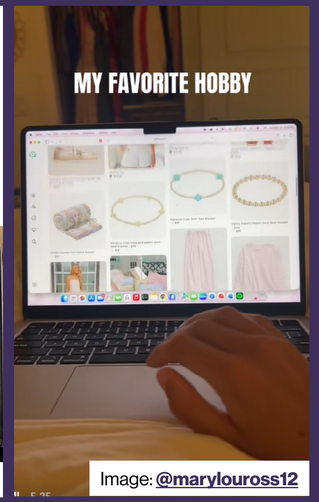

Image: **@marylouross12**

Weber Forecast Insight

The rise in the wish list app opens a new playground for brands for world-building, and a new place to find potential influencers. Campaign worlds can be built and extended on them, making it easier for consumers to buy into your brand – and use your products to signal belonging, even before purchase.

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: Pexels

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