THE WEBER FORECAST

# WEEKLY TRENDS REPORT

Friday 9 October 2026




**Pictured:** Edited image using Gemini

# THIS WEEK'S FORECAST

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Micro trend — Macro trend

Difficult to action

Easy to action

- Skyler Gisondo memes
- (Un)canny believe it
- Celebrity Traitors 9M viewers
- Garden Gents
- A guide on living
- Long live the blog!

## 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 **niche celebrity** trend, the **I'm a ST4R sound**, **Cameron Diaz goes viral** on X and the **sayo nara trend**.

**GGEZ** take a bow, they brought back cringe and we're grateful.

### ICYMI

Meme of the moment. Everyone knew a **Skyler Gisondo** type kid during their childhood.

The **viral flat buttocks post showed Amazon** has a very detailed profile on you.

### Phrase of the week

**"What Would You Do If Your Employer Could Destroy the World?"** Exit interviews with ex-AI employees.

### Digi updates

**OpenAI texts will soon be watermarked** in the EU. Students across the continent just fell to their knees.

**Tinder leans into the IRL** with group hangouts. Getting swiped left in person is gonna hurt.

### Tea of the week

**Restaurants struggle** under different appetites because of the GLP-1 era and the popularity of **prepared food from gourmet grocers**.

### What we're loving

Mike Tomlin, Former NFL coach, **shows off his Minecraft city**.

When the robot revolution happens, it's these **guys fault for launching them into boiling pits of molten**.

### Established trends

**Mayoral candidates are trying the influencer route** by following in Mamdani's virtual footsteps.

4-4-1. The **I-D essay about attention spans**, ***Dungeon Crawler Carl's* impact**, Mr Beast tries to **enter the literary world** and **AI book recs**.

### Insights of the week

**Chrome Hearts is the Supreme for Gen Z** and is reselling for lots of £$£.

**Black Twitter is thriving on Threads**.

## On our radar

Street Fighter – 16 October
Whalefall – 16 October
Forgotten Island – 16 October

VisionQuest – 14 October

Fontaines D.C: Dopamine Chamber – 16 October
Rachel Chinouriri: I Think I Spoke Too Soon – 16 October

### Weekly doses of cute

**Pet blessings**, **Paris Sausage Walk**, **Loewe spinning**, **grandpa style**, **Appa plush knit**, **Samba the fugitive** and **surfing penguin**.

### Rising trends

Micro-dramas are the future, **in China** and **according to Dazed**.

The **rattail is back** to the chagrin of everyone.

### The future

Video games have been cracked open and **modders are literally combining two games** into one with AI.

### Stat of the week

*Celebrity Traitors* drew in **9m viewers and 55% of viewing audience**. Appointment TV is back!

### Ones to watch

***SCP foundation* is next**, **Spielberg to head *Transformers***, ***Spider-man* Clone saga TV series**, **Nobel Prize winners**, and ***Cat's Eyes*** is a hit.



Image: **@jackietaylorlorreincarnatd**




Image: **@Mike Tomlin**



Image: **@_chloeay**

# TREND TRACKING

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

## A guide on living

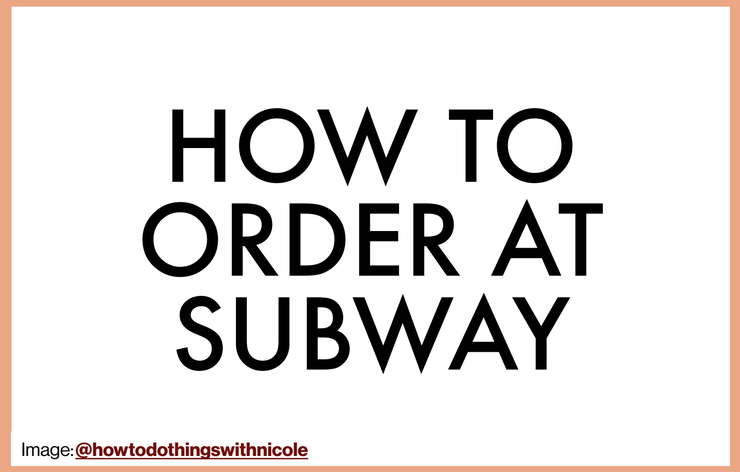



Image: @howtodothingswithnicole

**How To Do Things with Nicole** is a social account that posts 'how to' videos doing simple mundane tasks. From **how to send mail** to how to **order seafood at the grocers** to **how to use public transport**. They're a resource for those who may suffer from anxiety, neurodivergence, are apprehensive of trying something without knowing how it works or for those who are just curious. It's akin to the 'Dad, how do I' YT videos or the **silly wikiHow site**. This account stands out to us because they're not here to show the right way to do things but to show it's not that scary. The comment section is full of supportive viewers that can help answer any follow-up questions or give future video suggestions. It's a supportive community built on helping one another, something that feels lost in the post-covid AI world. What if brands created a series of how-to videos for their products or service?

***Trend: At your inconvenience***

## Garden Gents




Image: @hamishpowell

Evolving from the touch grass movement, the analogue movement and the performative male trend, **GQ is predicting** gardening men as the next big thing. It's currently in seedling stage but the fashion world has already taken notice with Loewe leading it with its **plant-based campaigns** and **Gentle Monster doing a veggie campaign**. **Uniqlo's Senior PR manager** explains the appeal of it: "I think there's a real craving for things that get us outside and away from screens. Things that appeal to senses; I want to feel the dirt under my nails, the snip of a secateur and to smell tomatoes on a vine,". Are all "old-fashioned" hands-on hobbies going through a revival? We're currently in the reading and bird watching revival. What's next ? Hot men with puppets?

***Trend: Evolving masculinity***

## (Un)canny believe it



Image: @scrolldeep

Did you fall for the Farquaad hair suit wearing shadow boxing man on your feed? **Jean Phil is not real**! It looked near believable until you squint really hard. There's a skew of weird looking fellows all over socials all following his template. While AI accounts aren't new, Jean with over **240,000 followers** and millions of views is the most successful. As AI models continue to improve, falling for an AI video will become even more common place. We can only handle so many "is this real?" messages from our Grandma. Could this be a potential route for mascots or sneaky brand campaigns? We hope not! But we can't hide the potential this has.

***Trend: AI-fluencers***

# LONG LIVE THE BLOG!

## The return of the internet's back rooms




Image: @izabellialexandra

Is Blogging Back From the Dead? Here's How (and Where) to Start Your Own From Scratch

Image: PC Mag




Gen Z, the Rise of Niche Culture and the End of the Mainstream

Image: The Subthread

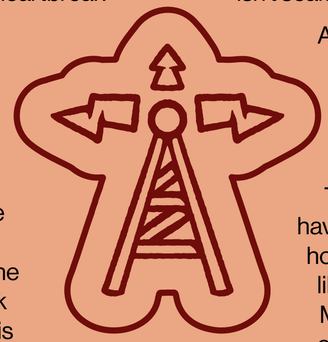



Image: @do_ityourself7

The modern feed is exhausted. Between AI slop flooding algorithms and every hobby, heartbreak and hot takes becoming part of a personal brand, being online has begun to feel remarkably like a second job.

In response, people aren't logging off altogether. They're retreating to quieter corners of the internet. Google searches for "how do I start blogging" have reportedly **risen by 4,500%** in the past month, while **#girlblogger** TikTok posts have **grown 343%** this year. This shift is being driven largely by Gen Z women rediscovering something the early web understood well: the value of owning your own space online.

This shift extends beyond blogging. Earlier this year, **Reddit overtook TikTok** as one the most visited platforms, signalling a goring appetite for community-led spaces. From niche Substacks (we're fans of **The Sh*t List**) and lengthy Letterboxd reviews to carefully curated Pinterest boards and personal websites, users are tending their digital gardens. The appeal isn't scale. It's control.



As blogger **Tajene Cann puts it**: "I think people are missing the whole point that the internet was created for knowledge and to connect, and that is kind of where we're losing things."

The brands attuned to this cultural drift have stopped broadcasting and started hosting. **Depop's editorial arm** reads more like an indie zine rather than a sales funnel. Monzo turned its **forums** into genuine community spaces. Outdoor brand Passenger publishes **unpolished travel** guides with zero content-calendar anxiety. As industry expert **Ellie Hooper argues**, brands should forget capturing attention but instead focus on earning it where the current Gen Z zeitgeist really lives.

Perhaps blogging isn't having a renaissance because people want to build an audience. It's returning because they want the chance to cultivate their own personal corner of the internet.

## Weber Forecast Insight

**As algorithm fatigue grows, Gen Z is gravitating towards owned, community-driven digital spaces that prioritise connection over reach. For brands, success will come from creating environments people choose to spend time in, not content engineered simply to capture attention.**

# BRANDWATCH

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**Inspiring creative from around the world**

## M&S x Sephora




Image: @marksandspencer

M&S is giving its beauty halls a serious glow-up, **teaming up with Sephora** to bring the beauty giant into **100 UK stores from spring 2027** and online. Combining Sephora's cult brands, discovery-led shopping and expert advice with M&S's high-street reach, it taps into the growing appetite for experiential retail and beauty as a destination. A clever partnership for M&S to tap into **Sephora's young audience**, while making prestige beauty more accessible beyond major cities.

## Le Labo



Image: Le Labo

Le Labo is giving home fragrance an architectural glow-up with a **hand-cast concrete diffuser** that doubles as a design object. An Edison bulb brightens and dims alongside its **SANTAL 26 fragrance**, tapping into a wider shift towards multisensory, atmospheric homes. Blending "scent as interiors" and "everyday objects as status symbols" trends, Le Labo is transforming something functional into an Instagrammable, collectible piece of quiet luxury interior design that feels unmistakably Le Labo.

## Bose



Image: @bose

Bose is going back to the future, **bringing wired earbuds** back as the Gen Z-fuelled analogue revival continues to pick up momentum. Leaning into a "less tech, more simplicity" mindset, the £99 USB-C buds require no Bluetooth pairing or charging, while **90s-inspired colourways** tap neatly into nostalgia culture. It's a smart example of watching how younger audiences are remixing the past, then giving an old-school behaviour a premium, modern upgrade.

## Aldi




Image: @jayyals_

Aldi is turning a classic supermarket fail into wearable gold with its **'Swag For Life'** jacket, a waterproof bomber that transforms into a **reusable shopping bag** in just 10 seconds. Rooted in the relatable truth that 46% of Brits regularly forget their bags, it's a clever example of taking an everyday frustration and giving it an unexpected, highly shareable solution. Functional, fashionable and just silly enough to get **people talking**.

## Family Mart




Image: The Japan Times

Lady Gaga is clocking in at FamilyMart as part of a **new recruitment drive** designed to make convenience store careers more appealing. Celebrating the chain's 45th anniversary, **Gaga becomes its ultimate employee**, showcasing everyday store roles with her signature individuality and flair. It's a smart way to turn a traditionally functional hiring message into entertainment, positioning FamilyMart as a workplace where people can express themselves and have fun on the job.

# 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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