

# Influencer Trend

*September 2025*

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# Report

## ***Talk of The Feed***

Creators are trying everything, audiences have a fall itch, and the U.S. Open turned into an influencer stage—these are the moments driving the feed right now.

## ***The Social Radar***

From NYFW and Wicked buzz to October's advocacy moments and foodie days, the next wave of culture gives brands fresh ways to show up with style, purpose, and play.

## ***In-App Updates***

Instagram and TikTok just dropped updates that sharpen how we measure influence and optimize discovery.

## ***Connection Over Clout***

Substack is evolving from newsletter tool to creator-driven social network, where connection and community outweigh clout.

# Talk of The Feed

September 2025

## Trying Everything

From aerial yoga to caviar with Ty Dolla \$ign to fake lashes and local eats, the crew at [@kkkhhadim](#) is game to try anything. **With a 30.96% engagement rate and sitting in the top 3% for growth,** they're catching major brand attention: CeraVe, KFC, and more are tapping in to showcase products in their signature fun, high-energy style.

[@kkkhhadim](#)



## I Love Summer But...

With Starbucks' fall drinks back and crisp mornings rolling in, creators are leaning into the "I love summer but...I have an itch" trend. [@marianagudov](#) nailed it hitting a 27.2% ER, capturing the tug-of-war between summer and fall vibes. **TikTok reports +1000% search growth on this trend in the past week,** making it a seasonal moment brands across food, fashion, and lifestyle can easily plug into (and replicate for future seasonal shifts).

[@marianagudov](#)



## Court-side Content

The U.S. Open isn't just for tennis fans, it's a stage for brands and creators. From outfit inspo to vlogs, skits, and BTS moments, influencers showed up in force. **Brands like Gorjana, Kérastase, and Divi tapped creators** to bring the Open to life. Audiences loved the crossover, and **TikTok reports searches for "tennis outfits" jumped 501.9%,** proving matches fuel socials.

[@kelsey\\_kotzur](#)





# The Social Radar

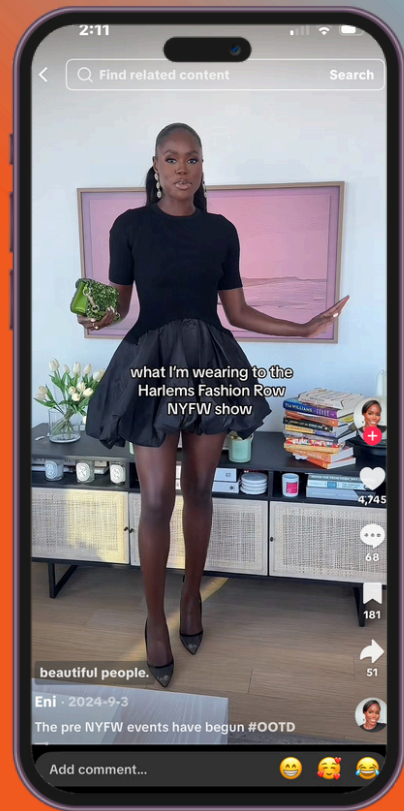
September 2025

## From Runway to Real Life

**New York Fashion Week (Sept 5–11)** is no longer just for editors and A-listers, **influencers are the new front row.** TikTok stars, YouTubers, and Instagram It-girls aren't just attending, they're shaping the story with viral GRWMs, decked-out hotel room reveals, and fit breakdowns that dominate the feed.

Creators like **Wisdm**, **Remi Bader**, and **Eni**, turn every show into an OOTD event, blending full glam with chaotic outfit changes. Their behind-the-scenes content makes luxury fashion scrollable, shoppable, and relatable. And it's bigger than fashion; influencers are becoming the new front row at everything from the Super Bowl to the Grammys to political conventions. Wherever culture happens, creators translate it into content that moves feeds.

**Pro tip:** These looks are a forecast. Use them as styling cues for Q4 creator campaigns and keep tabs on what's hot with [#nyfwootd](#).



# Big Screens to Big Causes to Big Bites

## Wicked Returns

With 400+ brand collabs and over 154M engagements on social content last fall, Wicked became a full-blown cultural event (*Because of Marketing, Traackr*).

With Part Two landing this November, brands should ride the wave: think green-and-pink OOTDs, GRWMs for the premiere, and fan-first creator partnerships that meet proven demand.

## Advocacy in Action

October brings **Breast Cancer Awareness Month** and **Domestic Violence Awareness Month**, driving feeds with advocacy and impact. Creators like [@bridget](#), [@heynasreen](#), and [@katygharrell](#) spotlight breast cancer journeys, transforming awareness into education and community. Partnering with voices who live these experiences (or amplifying them through brand channels) adds authenticity and credibility.

## Taste the Trend

Foodie “National Days” are low-lift, high-reward moments that flood feeds with fun, shareable content. **From Coffee Day (Sept 29) to Beer & Pizza Day (Oct 9) to Chocolate day (Oct 28)**, these hooks are prime for lifestyle and food creators to deliver UGC, recipes, and brand collabs. Audiences love celebrating in real time, so aligning your products with these dates builds buzz and engagement.

# In-App Updates

September 2025

## Instagram

### Reposts = New Engagement Signal

Posts now display repost counts, adding a fresh layer to engagement.

Why it matters: Reposts will start shaping ERs and show which content truly sparks sharing.

### Retention Metrics

Reels now track how long viewers stick around.

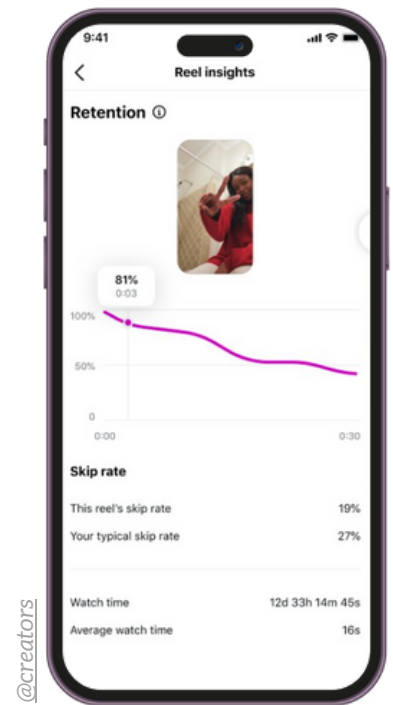
Why it matters: Moves the focus from vanity metrics to content stickiness, highlighting creators who keep attention.

### Skip Rate

See the % of viewers who skip past Reels in those first 3 seconds.

Why it matters: A clear indicator of what hooks audiences, helping optimize the right content.

**Bottom Line:** These updates sharpen how we measure influence, spotting what and who drives attention, sharing, and real cultural pull.



## TikTok

### Hashtag Cap = 5 Max

TikTok now limits captions to five hashtags.

Why it matters: Every tag counts. Beyond branded hashtags, creators' captions need to pick trend-worthy, SEO-driving tags to maximize discoverability. For brands, this raises the bar on hashtag strategy. Quality over quantity always.

@livinglifepretty

LivingLifePretty · 5h ago

Aerie wardrobe must haves for fall 🍂  
Everything is 30-50% off even new arrivals!

📌 Link in Bio or LTK

#aerie #aeriereal #aerierealpositivity  
#fallfashion #falloutfits

# Connection Over Clout

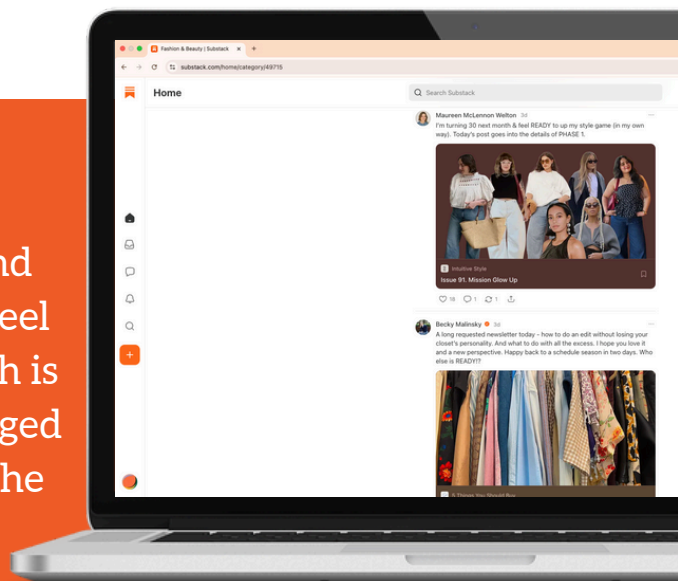
September 2025

## Substack

Connection is what today's audiences crave, and while most social apps promise it, feeds often feel more like highlight reels. Enter Substack, which is evolving from a newsletter tool into a full-fledged creator-driven network. Beyond newsletters, the platform now hosts video, podcasts, and community tools delivered via email or its app, designed to deepen discovery and engagement.

And it's working. **37% of Substack users feel connected to a larger conversation**, compared with 31% on X and 30% on TikTok (*The Verge*, via *eMarketer*). That sense of community is attracting both creators and brands. Names like American Eagle, Free People, and Ghia are already leaning in, leveraging Substack's longer-form storytelling and built-in collaboration features.

For influencers, Substack flips the script: instead of chasing fleeting virality, **they're building sustained, loyal networks**. For brands, this means more trust, stickiness, and space for storytelling; the kind of environment where product recommendations can land with more impact.



## Brand Play

Treat Substack less like a newsletter and more like **a community growth channel**.

Partner with creators to publish thoughtful, story-driven content, test exclusive product drops or Q&As, and tap into networks where **connection (not clout) is the currency**.

Ready to test Substack as your next influencer channel? **We can help!**

# We are Change Makers

Q4 is almost here!  
If you're seeking creator  
support, reach out!

[influencer@ovative.com](mailto:influencer@ovative.com)

NYC | CHI | *MPLS*