

Trends



Tuned Realities



Setting the scene Tuned Realities

In a post-authenticity internet, users are reframing everyday life into aesthetic, performance, and gamified rituals, often blending self-expression with optimization or emotional escape.



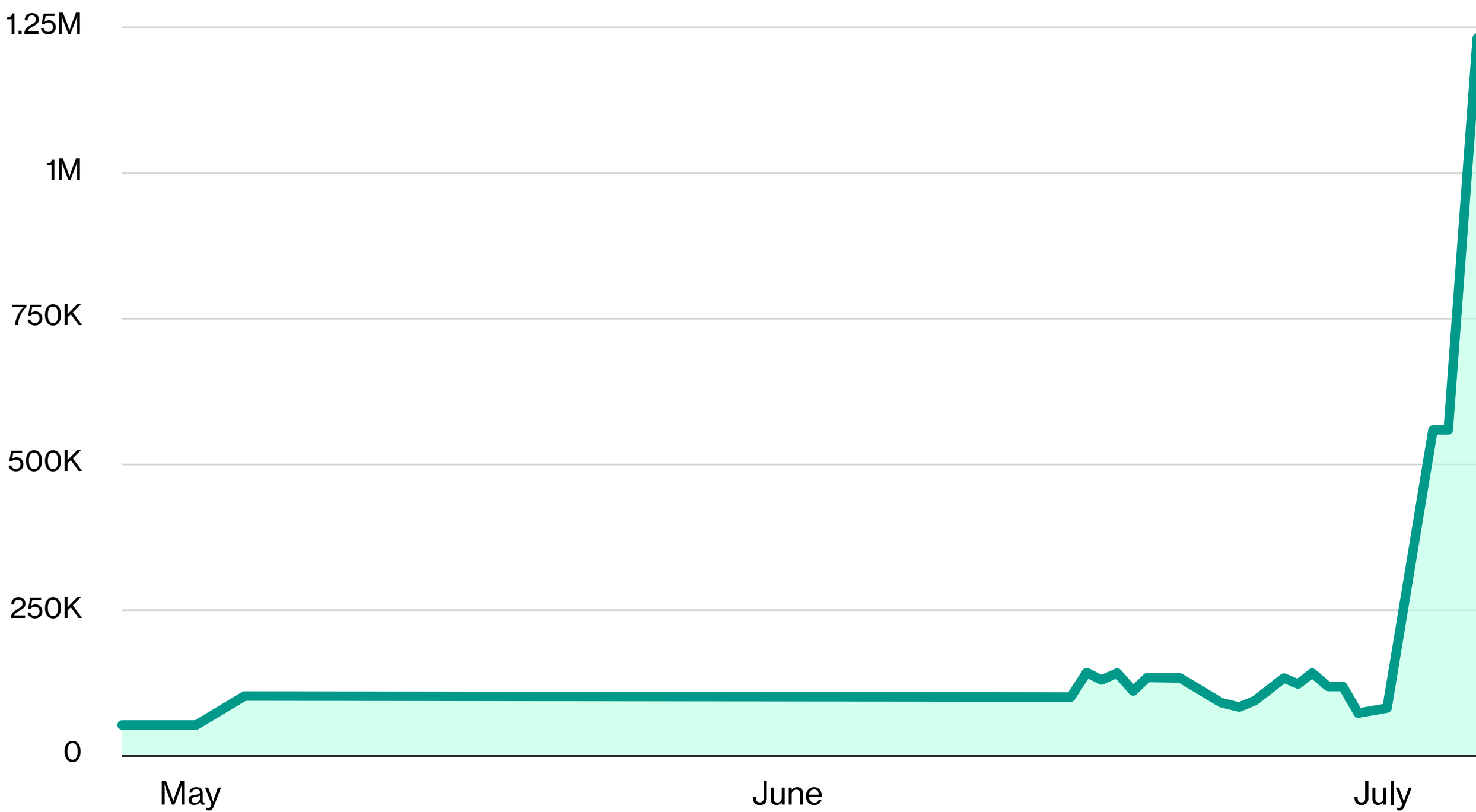
#nofilterskin

Past 2 Months

190% Growth

Content tagged with “no filter” is growing, with creators showing visible pores, blemishes, and unedited textures. While beauty filters remain popular, there’s a parallel rise in aestheticizing natural skin, not as a rejection, but as an alternative visual.

TikTok Views



TikTok Views
13.7M

7 days
5.5M
+664%

1 month
8.0M
+171%

2 months
11.0M
+190%

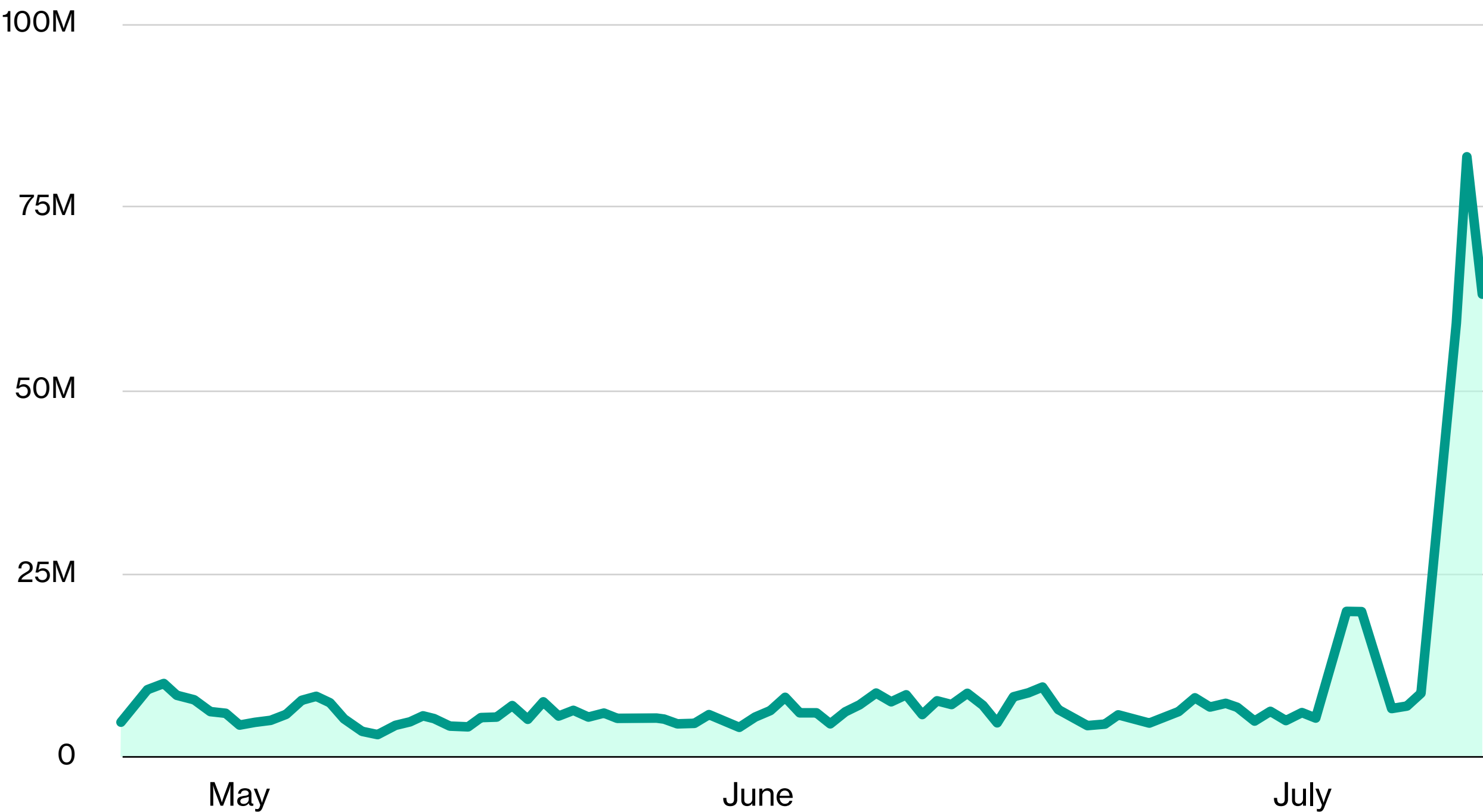
#jumpropechallenge

Past 2 Months

83% Growth

What began as a fitness challenge is now layered with performance. Users choreograph jumps to music, film at golden hour, and track daily progress. The focus is consistency and self-display, ‘tuning’ routine with visual rhythm.

TikTok Views



TikTok Views

7 days

1 month

2 months

84.8M

28.8M

46.6M

66.3M

+249%

+137%

+83%

#lordofthemysteries

Past 2 Months

55% Growth

TikTok users are weaving elements of popular novel, Lord of the Mysteries, into real life, dressing like characters, quoting lore, and building personality archetypes based on story logic. Rather than pure escape, it's a blending: reinterpreting daily identity through narrative codes.

TikTok Views



TikTok Views

220.8M

7 days

71.0M

+277%

1 month

119.1M

+137%

2 months

169.3M

+55%

Summing Up



Cultural Shift.

There is a need to reframe the real.

Across TikTok, users are tuning everyday life, their skin, routines, and even identities, into something more stylized, rhythmic, and story-driven.

This is not escape, but enhancement.

Brands may do well to meet this instinct, offering ways to filter, choreograph, or narrate the real, without needing to leave it.

To find out more,
visit us at www.quilt.ai

