

Flux • UK

Feb–Oct 2026

指標	數值
總銷售	£104,559
廣告投入	£36,546
廣告佔銷售	35.0% (目標 25%)
售出件數	5,343

A 新品

新上市，觀察期 小計 £19,247 廣告佔銷售 37.4%

商品	銷售	廣告	佔比
Sportech Parent • B07CNT33P8	£19,247	£7,197	37%
Sportech S.Black, Grey SKU EW-AK5W-USSG • B07CNN4FW7	£9,382	£5,294	56%
Sportech S.Black, Blue SKU 0B-5FKT-6OSH • B07CNT173P	£5,692	£974	17%
Sportech S.Black, Red SKU 9P-P96J-0LXC • B07CNNHJV5	£3,433	£732	21%
Sportech M.Black, Grey SKU 43-FU7L-I3VJ • B07CNNMCBD	£741	£196	26%

B Hero 明星主力

主力，優先守住 小計 £49,404 廣告佔銷售 39.5%

商品	銷售	廣告	佔比
AVENTO Parent • B0C5TV9WQV	£49,404	£19,528	40%
AVENTO BLK/Grey SKU Avento-Black • B07G8WDT6H	£25,334	£12,607	50%
AVENTO Red/Grey SKU Avento-Red • B07G8SL62W	£8,471	£5,012	59%
AVENTO BLK/Blue SKU AVENTO-BLK-Blue • B0C2P48NCR	£6,497	£630	10%
AVENTO White/Grey SKU Avento-White • B07G8W7FR8	£3,226	£246	8%
AVENTO Blue/Grey SKU Avento-Blue • B07G8WNCK3	£3,051	£332	11%
AVENTO BLK/Red SKU AVENTO-BLK-Red • B0C42LHKQ8	£2,825	£701	25%

C 其他太陽眼鏡

長尾與季節款 小計 £11,788 廣告佔銷售 21.8%

商品	銷售	廣告	佔比
Verano Parent • B0C4Q9PWMH	£4,323	£1,493	35%

商品	銷售	廣告	佔比
Verano Crystal Grey/Red SKU 9L-KQGW-DL1C • B07CNKVWQP	£1,337	£1,047	78%
Verano Mat.BLK/Blue SKU DT-7LPG-FVTB • B07CNV8S82	£950	£223	23%
Verano Mat.BLK/Grey SKU Y8-P4ZL-95RW • B07CNV788S	£688	£131	19%
Verano Crystal Grey/Grey SKU 4L-T4SW-6S0T • B07CNYLXCC	£551	£43	8%
Verano Crystal Grey/Blue SKU F5-YYN7-BXR6 • B07CP3HSYD	£435	£5	1%
Verano Mat.Black/Red SKU QT-XAFB-5WKB • B07CNSYJKD	£362	£44	12%
Women's Oval BLK1 Parent • B0F1CZK7J7	£2,805	£472	17%
Women's Oval BLK1 SKU LD102-BLK1 • B0F1D2NSWN	£2,421	£281	12%

商品	銷售	廣告	佔比
Women's Oval Crystal Pink SKU LD102-Xtal.Pink1 • B0F1D3JGDH	£384	£191	50%
DYNAMIC Parent • B07CNQBT4S	£1,485	£197	13%
DYNAMIC Crystal Grey/Red SKU EC-AYZ3-HZH4 • B07CP26XD7	£615	£7	1%
DYNAMIC Crystal Grey/Grey SKU 0P-KB7N-PEZ8 • B07CP46YKD	£566	£7	1%
DYNAMIC Crystal Grey/Blue SKU 0Q-W0KH-ONYA • B07CNNXJ4Y	£304	£183	60%
JET II NEO Parent • B07VQZ3S38	£1,289	£197	15%
JET II NEO Matte Black, Grey SKU JETII-BLK-GREY • B07VMRK3KV	£703	£81	11%
JET II NEO Red,Grey SKU JETII-RED-GREY • B0DXPTBYZD	£299	£69	23%
JET II NEO Matte Black, Blue SKU JETII-BLK-Blue • B08X9L1KRH	£287	£47	16%

商品	銷售	廣告	佔比
Pilot Parent • B0F1CXLMCX	£1,101	£94	9%
Pilot Champagne SKU AV101-Champagne1 • B0F1CZQRY5	£550	£48	9%
Pilot BLK/Orange SKU AV101-BLK.Orange1 • B0F1D2QG1X	£289	£23	8%
Pilot BLK/Grey SKU AV101-BLK.Grey1 • B0F1CWQCYB	£261	£23	9%
VENTURA Parent • B0CSYRSQQF	£324	£58	18%
VENTURA BLK-R/Grey SKU VT-BLK-R-Grey 5 • B0CSYT7G9V	£280	£13	5%
VENTURA White/Blue SKU VT-WHT-Blue 5 • B0CSYHJ7MJ	£45	£8	17%
VENTURA BLK-YW/Red SKU VT-BLK-Y-Red 5 • B0CSY8MBW8	£0	£13	0%
VENTURA BLK-R/Red SKU VT-BLK-R-Red 5 • B0CSYD3DWY	£0	£9	0%

商品	銷售	廣告	佔比
VENTURA BLK-YW/Blue SKU VT-BLK-Y-Blue 5 • B0CSYD66YR	£0	£9	0%
VENTURA White/Grey SKU VT-WHT-Grey 5 • B0CSYPVL3D	£0	£7	0%
Round Parent • B0F1CTGBT7	£117	£1	1%
Round Demi/Brown SKU RD101-Tortoise.Brown2 • B0F1CZK6SN	£78	£0	1%
Round Demi/Grey SKU RD101-Tortoise.Grey2 • B0F1CT3GCR	£20	£0	3%
Round BLK/Grey SKU RD101-BLK.Grey2 • B0F1CVFCGQ	£20	£0	2%
Square Parent • B0F1D5R8NM	£100	£0	0%
Square Tortoise SKU CL101-Tortoise1 • B0F1D3VGX6	£80	£0	0%
Square Mat.BLK1 SKU CL101-Mat.BLK1 • B0F1D2B3FG	£20	£0	0%
Laso-17 Parent • B0DWMQ7MQF	£99	£59	59%

商品	銷售	廣告	佔比
Laso-17 Brown SKU Laso-17 BLK-Brown • B0DWMFL3JX	£69	£12	17%
Laso-17 Grey SKU Laso-17 BLK-Grey • B0DWMG7Q7D	£30	£12	39%
Laso-17 Red SKU Laso-17 BLK-Red • B0DWMF64DJ	£0	£12	0%
Laso-17 Gold SKU Laso-17 BLK-Gold • B0DWMFPXKR	£0	£12	0%
Laso-17 Blue SKU Laso-17 BLK-Blue • B0DWMGBB96	£0	£12	0%
Women's Geometr... Parent • B0F1D44ZLL	£80	£3	4%
Women's Geometr... BLK1 SKU LD101-BLK1 • B0F1D4F97T	£41	£1	2%
Women's Geometr... Taupe1 SKU LD101-Taupe1 • B0F1D1CFHP	£20	£1	5%
Women's Geometr... Demi SKU LD101-Demi1 • B0F1D2HHD4	£20	£1	5%
Casuar Parent • B07VMRJS4M	£40	£1	1%

商品	銷售	廣告	佔比
Casuar Black, Grey SKU Casuar-BLK • B07VMRK1FC	£20	£0	1%
Casuar Tortoise, Brown SKU Casuar-Tortoise • B07VMRH51H	£20	£0	2%
PERIMETER Parent • B0CW5WKD3W	£25	£1	4%
PERIMETER BLK,Blue Mirror SKU Perimeter-BLK/Blue • B0CW5V4T13	£25	£0	2%
PERIMETER Met.Grey, Grey Mirror SKU Perimeter-Grey/Grey • B0CW64SDXD	£0	£0	0%

D 眼鏡掛帶

不受太陽眼鏡季節影響 小計 £24,120 廣告佔銷售 30.0%

商品	銷售	廣告	佔比
Nylon Strap Parent • B0FJWGM5ZD	£23,195	£6,852	30%
Nylon Strap BLK SKU Strap-BLK-2Pnew2 • B0FD3PMPVC	£10,421	£3,121	30%
Nylon Strap BLK SKU Strap-BLK-1P • B0FCRLQG4B	£4,722	£1,770	37%

商品	銷售	廣告	佔比
Nylon Strap OG SKU Strap-OG-2Pnew2 • B0FD3PSJG3	£2,678	£644	24%
Nylon Strap Grey SKU Strap-Grey-2Pnew2 • B0FD3LHYMN	£1,668	£141	8%
Nylon Strap Green SKU Strap-Green-2Pnew2 • B0FD3MZ97V	£1,099	£132	12%
Nylon Strap Grey SKU Strap-Grey-1P • B0FCRCZ1HC	£944	£237	25%
Nylon Strap OG SKU Strap-OG-1P • B0FCRK9JCK	£884	£323	37%
Nylon Strap Green SKU Strap-Green-1P • B0FCRQRHJ8	£779	£485	62%
Wire Strap Parent • B0G63VMSWB	£924	£394	43%
Wire Strap BLK/Grey SKU Strap102-BLK/Grey • B0G64L8VGX	£467	£293	63%
Wire Strap BLK/BLK SKU Strap102-BLK/BLK • B0G653WYKH	£244	£58	24%
Wire Strap RED/BLK SKU Strap102-RED/BLK • B0G64Q4YRJ	£128	£38	30%

商品	銷售	廣告	佔比
Wire Strap OG/BLK SKU Strap102-OG/BLK · B0G64TMSXH	£85	£5	6%

補貨提醒

補貨已來不及 1 項

商品	在庫	可售天	缺口
Nylon Strap BLK Strap-BLK-2Pnew2 · B0FD3PMPVC	231	37	8 天

該下單了 2 項

商品	在庫	可售天	前置期
Sportech S.Black, Red 9P-P96J-0LXC · B07CNNHJV5	30	50	45
Sportech S.Black, Grey EW-AK5W-USSG · B07CNN4FW7	51	51	45

庫存錯配 14 項（零銷量壓庫存）

商品	在庫	在途
Wire Strap RED/BLK Strap102-RED/BLK · B0G64Q4YRJ	131	0
JET II NEO Red,Grey JETII-RED-GREY · B0DXPTBYZD	70	0

商品	在庫	在途
Women's Geometr… Taupe1 LD101-Taupe1 ・ B0F1D1CFHP	67	0
Square Tortoise CL101-Tortoise1 ・ B0F1D3VGX6	67	0
Women's Geometr… BLK1 LD101-BLK1 ・ B0F1D4F97T	66	0
Unisex Square BLK CL102-BLK ・ B0G6YM8KQG	57	0
Unisex Square Tortoise CL102-Tortoise ・ B0G6YDQ942	50	0
Verano Crystal Grey/Red 9L-KQGW-DL1C ・ B07CNKVWQP	48	0
Round Demi/Grey RD101-Tortoise.Grey2 ・ B0F1CT3GCR	48	0
Round BLK/Grey RD101-BLK.Grey2 ・ B0F1CVFCGQ	47	0
Tortoise/Brown AV101-Tortoise ・ B0GRSWTB4G	43	0
Round Demi/Brown RD101-Tortoise.Brown2 ・ B0F1CZK6SN	38	0

商品	在庫	在途
Women's Geometr… Demi LD101-Demi1 • B0F1D2HHD4	33	0
Women's Oval Crystal Pink LD102-Xtal.Pink1 • B0F1D3JGDH	31	0

完整逐週與 campaign 明細請見 Excel。