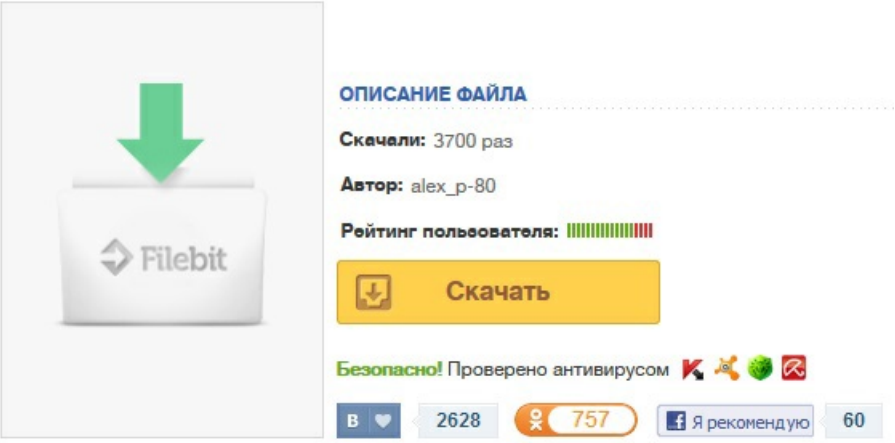парфюм монблан цена