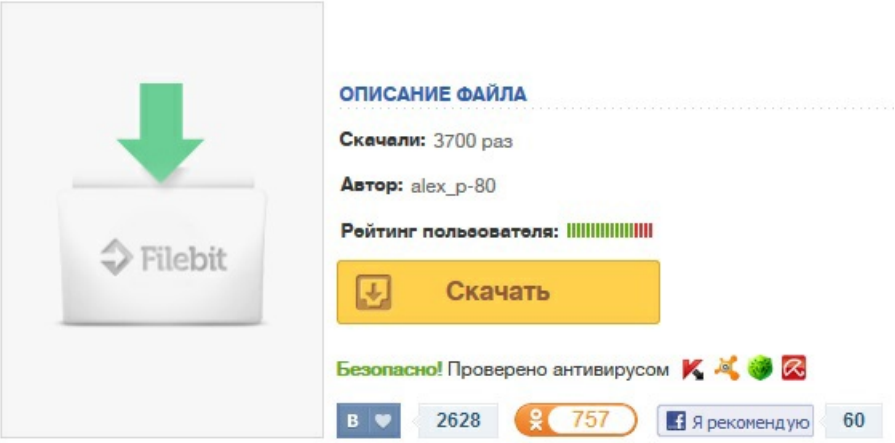пауэр бланк детская одежда екатеринбург