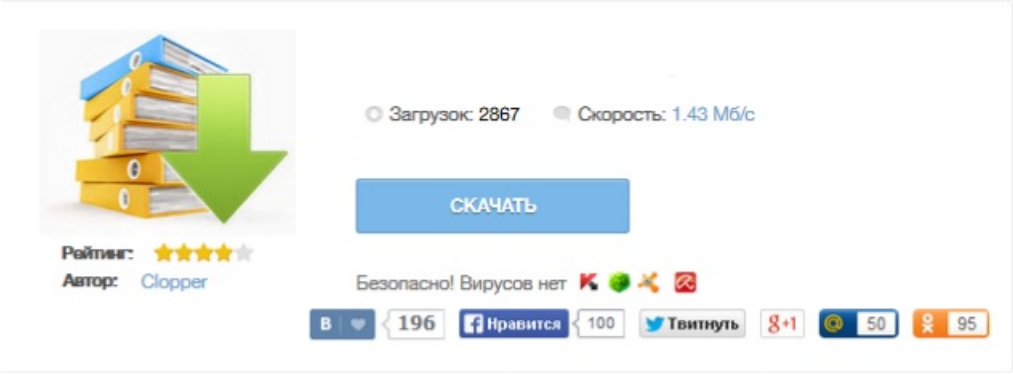пуавр бланк новая коллекция