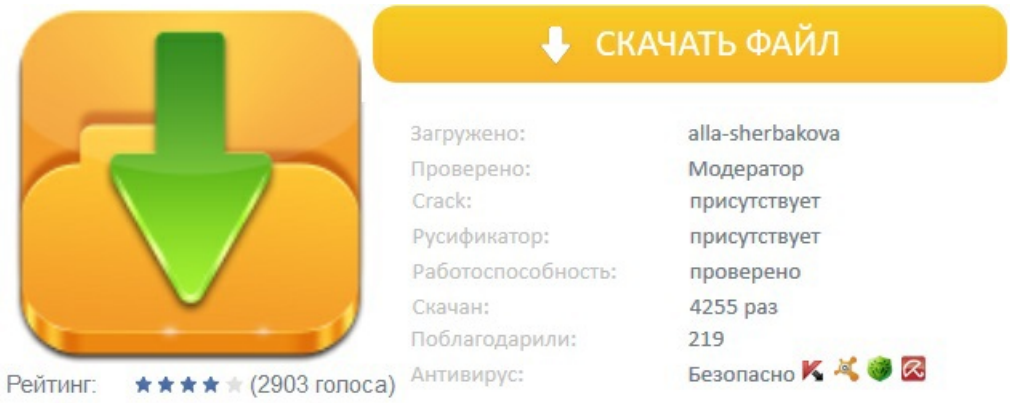лакост бланк мужские описание