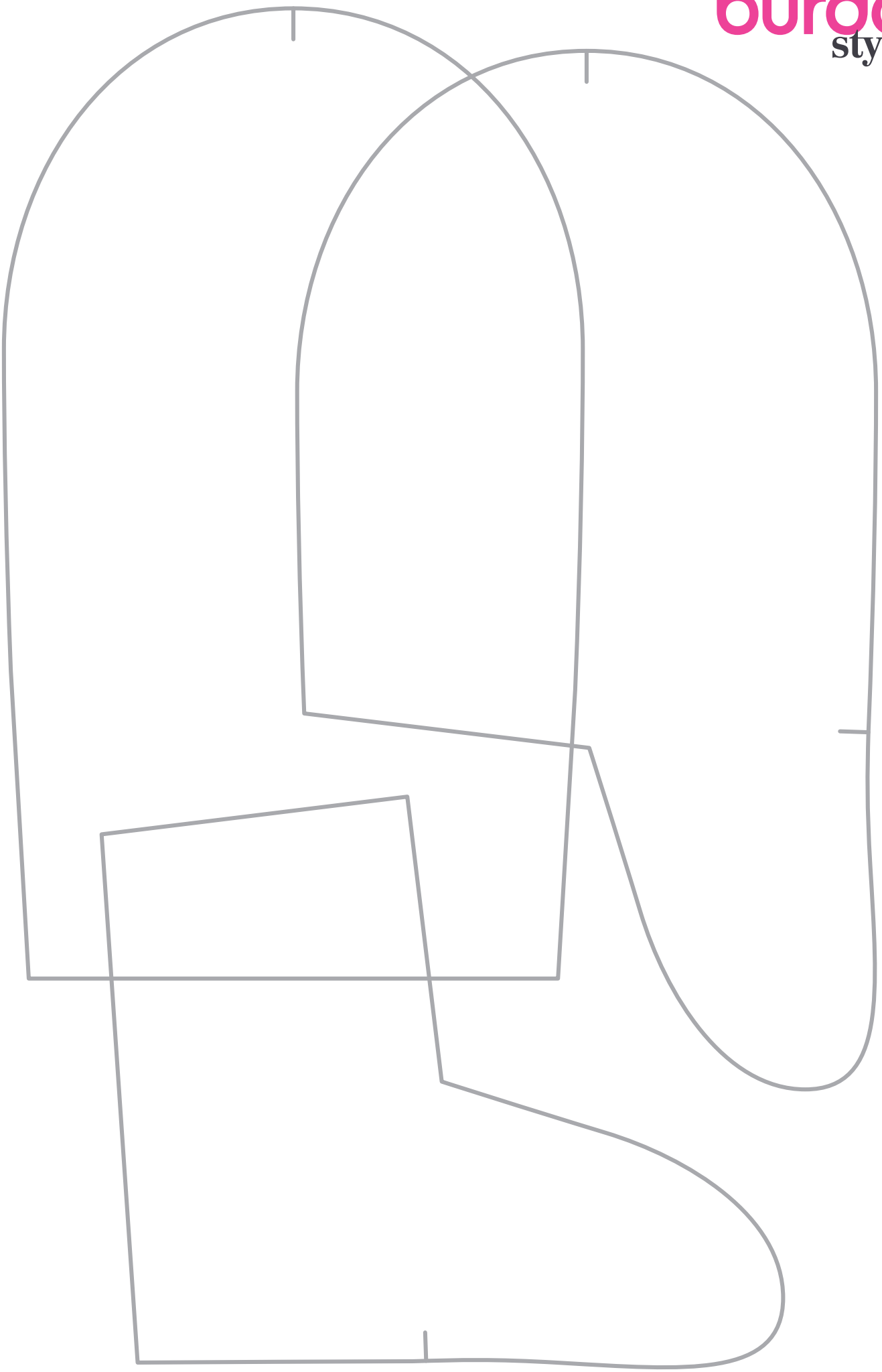burda style