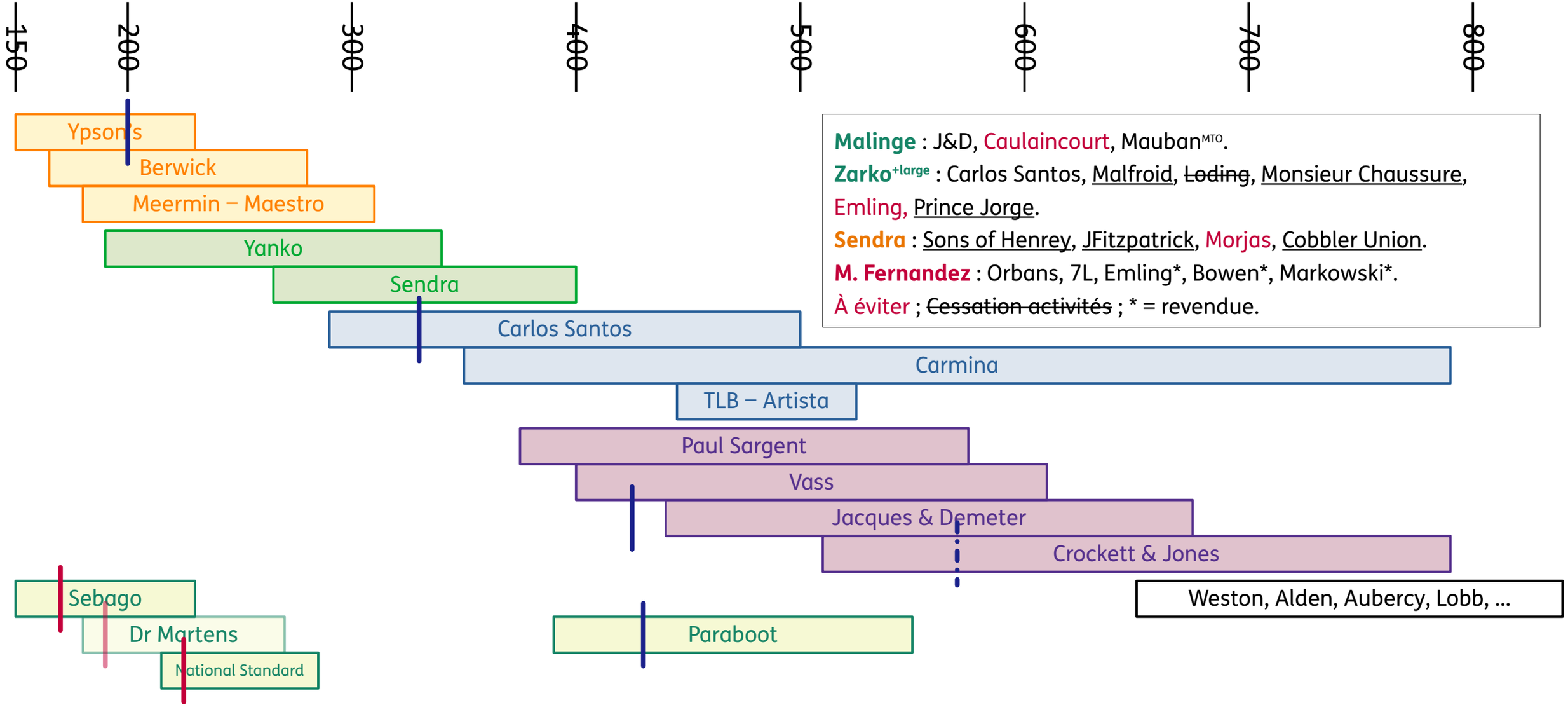Sartorialisme, BonneGueule