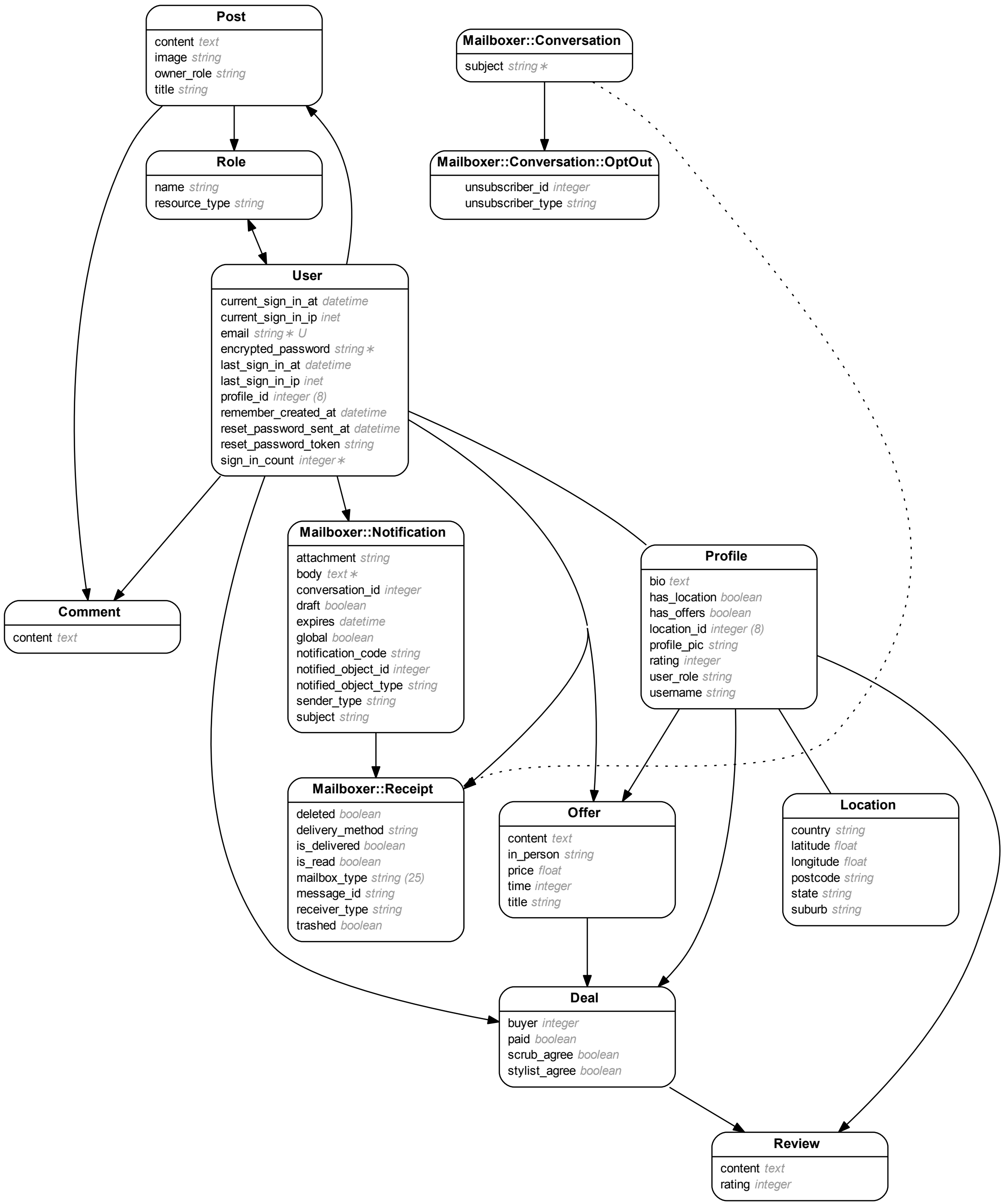StyleApp domain model