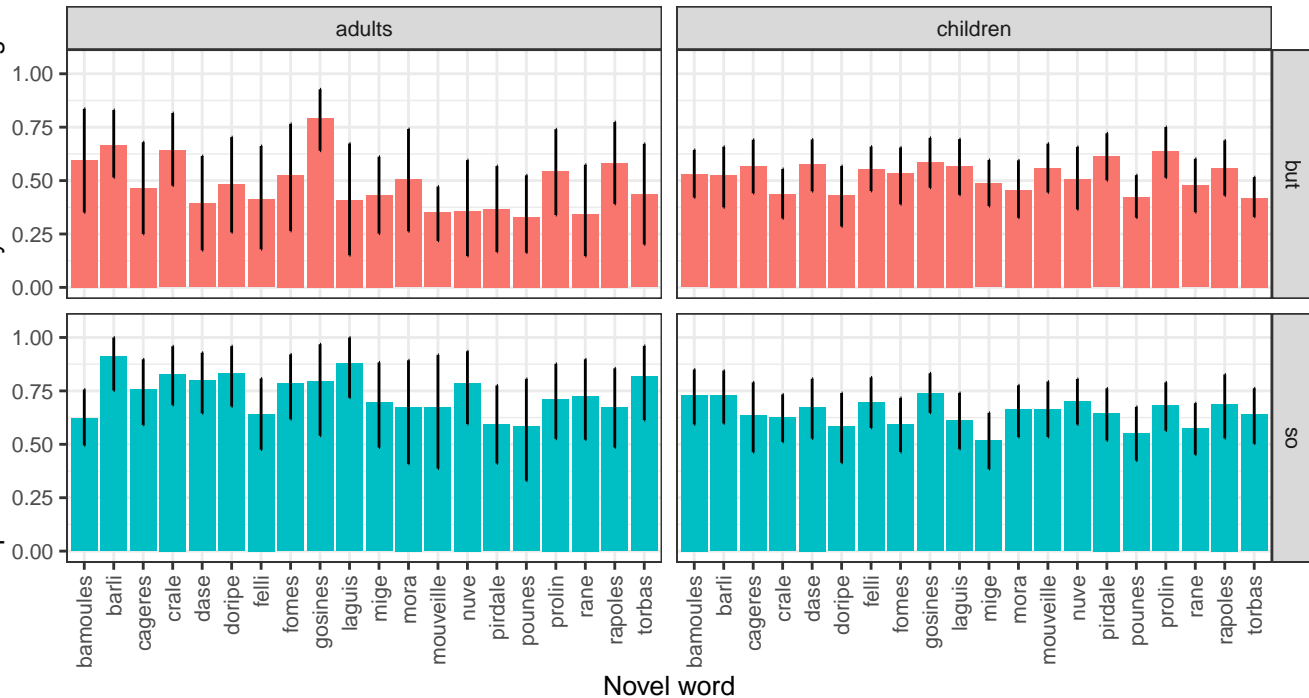Prop. of looks to semantically associated image by item