

# Los Angeles Times

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### Tweak 99: A 99-dollar store opens on 3rd Street

November 19, 2009 | 8:00 am



Does anybody else want to rip apart any magazine or newspaper gift guide that suggests most people regularly shower their friends with gifts that cost between \$300 and \$500? "Who are these people?" I always wondered, since they are certainly not me. And so I felt like I could kiss interior designer Tara Riceberg for opening her new holiday pop-up store Tweak 99. The idea? Nothing in the store is more than a hundred bucks.

"Everything in here, pretty much if you like it you can have it," she said. "You don't have to feel so bad about yourself for spending money."

Tweak 99 is located at 8383 3rd St., across from Joan's on Third. "I'm going to gain so much weight!" Riceberg said. The store opens at 9 a.m., so you can squeeze in a quick stop before work or after the gym or on your way from dropping a kid off at school. The shop stays open until 8:30 p.m. for post-work shoppers. As of now, the store will remain open until mid-January, but last time Riceberg signed a three-month lease she wound up keeping the store open for 15 months, so who knows.

And as for the merchandise: I'm onboard with the [totem pole stacking tea cups](#) (\$67.99 for a set of four) and the pretty bamboo [Sun Brella](#) (\$74.99), which looks like a sun parasol but is sturdy enough to carry in the rain. For a cheaper gift, the [Freak O'Bag](#) mini-monster that turns into a reusable shopping bag is cute and fun.

-- Deborah Netburn

Photo: From left: [Freak O'Bag](#), [Totem Pole stacking cups](#), [Sun Brella](#). Credit: [Tweak 99](#).

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