

TY Bikinis y Mas: Rockin' the Beachwear

Tara A. Spears



This is more than a story about a brand; it's more than talking about stylish clothes; describing TY Bikinis y Mas is a tribute to a proud family and a tale of three talented sisters. Not only is the TY Bikinis sportswear perfect for vacation or dining out in the tropics but it offers quality fabric and construction as well as a comfortable fit. The family team at TY Bikinis works together to develop fashion-forward designs in swim wear, blouses, sundresses and beach cover ups. The Women to Women Fashion Show is proud to feature Monica Moreno and TY Bikinis y Mas at the 2019 gala event.

It's easy to see why women have flocked to the TY Bikinis tent at the area outdoor markets: huge selection of colors, sizes, styles are available for a reasonable price. Not only are the dresses perfect for resort life-style and warm climate but the garments make each woman feel feminine and pretty. And the dress is a great souvenir of her Mexican vacation!

The history of the present day company begins nearly 40 years ago when Moreno's maternal grandmother had a knack for transforming fabric into stunning dresses with mere hand-stitching. Another grandmother, Ramona Sanchez, was well-known for creating ladies' undergarments and sleep wear. Sanchez taught her daughters, one of whom was Moreno's mother, Teresa Chavez. But Chavez had big entrepreneurial dreams. She set out to build a large business and borrowed money to buy the first industrial machines on the market. Mother Teresa taught her three daughters- Alejanda Moreno Chavez, Magdalena Moreno Chavez, and Monica Moreno Chavez- to sew at an early age.



The family business grew and eventually the family moved to Puerto Vallarta because there was a large clientele pool. Moreno studied dressmaking and eventually oversaw the production aspects of her mother's shop. The business thrived until the worldwide recession affected business and Chavez's shop was forced to shut its doors.

But the Moreno sisters stayed true to their passion of clothing design. About 2010 Tere Moreno returned to her sewing machine and began designing and sewing custom swim wear for friends, leading to the development of the new TY-Bikinis y Más. As sister Tere explains, "We work hard to exceed the expectations of our customers. We are a proud Mexican company and are committed to preserving something that is more than just a job - we preserve our family tradition."



Moreno explains that the fabric often is the stimulus for a design. "I see a fabric that I like and I imagine it as a dress or other garment. The colors also inspire me to create." Monica said that seeing the customers excited about their new dress is what makes her happy. The sisters believe that the TY Bikinis y Mas has had nine years of blessings; "We have learned a lot, putting our hearts into each piece we make in order to always offer our clients innovative, high quality clothes. We'd like to say thank you to everyone who has ever helped us. Thank you from the Moreno Chavez family."

Monica can be found at the Rincon de Guayabitos market on Mondays, the La Penita market on Thursdays, Olas Altas Farmers Market on Saturdays and La Cruz on Sundays. To place an order you can contact Monica at 322 137 0477 or ty-bikinis-y-mas@hotmail.com, or go to their Facebook page.

