TRAFFIC

WEATHER

GETTING RESULTS.

See the complete list

NEWS

WEATHER ALERT
HIDE ^

FEATURES

PODCASTS

Start Your Journey
Toward Financial Freedom
CLICK HERE



SPORTS

WKMG

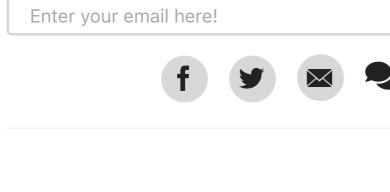
Sign In 💄

NEWSLETTERS

## **FEATURES**Tara Evans, Executive Producer September 26, 2021 7:08 am

Published: **September 26, 2021 7:08 am**Tags: **Hispanic Heritage, Hispanic Heritage Month, Fashion** 

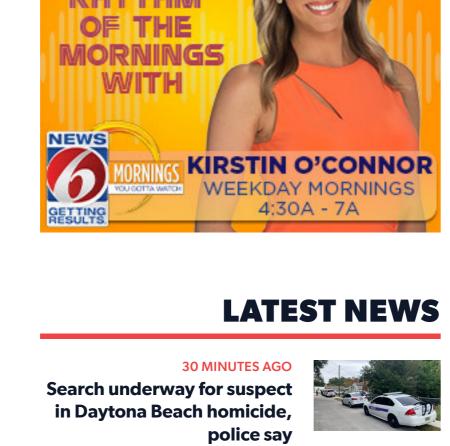
## Sign up for our Newsletters











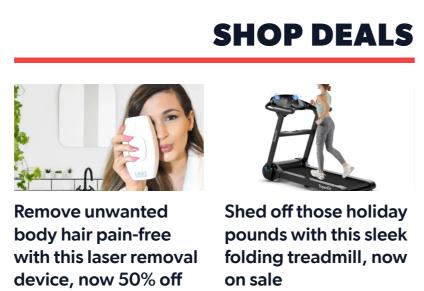
Here's where you could run into some travel trouble spots this Thanksgiving

2 HOURS AGO

'This is such a blessing:' Heart of Florida United Way distributes 1,8...

3 HOURS AGO

Motorcyclist, 44, killed in Volusia County crash, troopers say



## Puerto Rican mother-daughter duo aim to empower women with their handbag line Company's motto is 'Fashion with Purpose'



Mother-daughter power duo: Beatriz Martinez and Paulina (Beamina)

Paulina "Amina" Anchia was only six years old when she got her first sewing machine from her

- grandmother in Puerto Rico. Little did she know at the time, it would be her ticket to making a difference for other young women.
- Encouraged by her mother Beatriz Martinez, Anchia created bags and clothes to sell to family and friends. Finally, the mother-daughter duo decided to follow Anchia's dream of becoming a fashion designer and launched the brand Beamina.



'Fashion with Purpose' and empowering women everywhere to have the courage to pursue their dreams.

That inspiration is shown in their bags. The original 'Fearless Bag' collection aimed to show there's no limits to your dreams and potential.

Beamina is a mash-up of Anchia's nickname and Martinez's first name-- 'Amina' means warrior, and the

first two letters of 'Beatriz' represents the verb 'to be'. That's the true message behind Beamina's products;

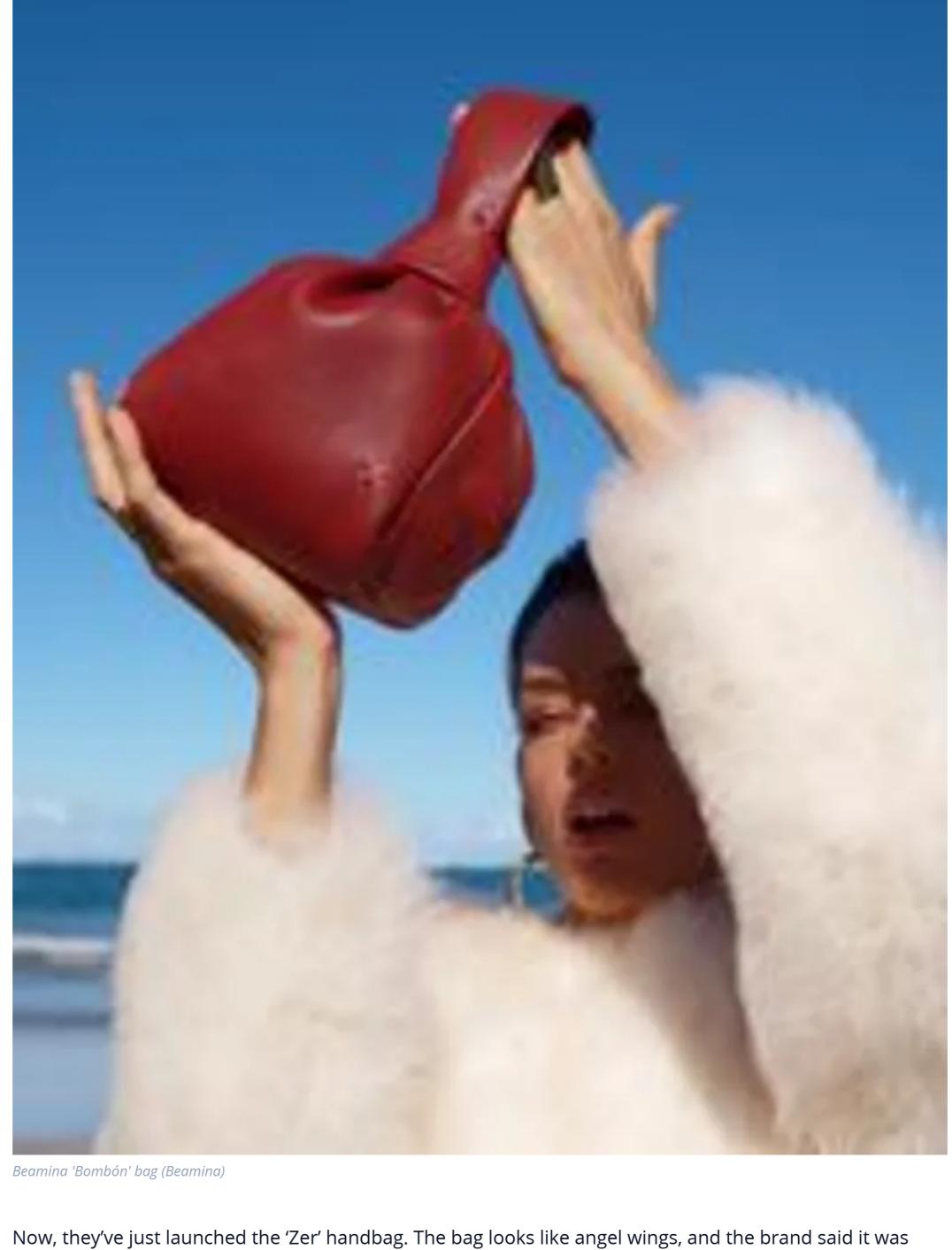
limits to your dreams and potential.



experienced local artisans, who bring a refined tradition to their craft in one of the world's leading manufacturers that supplies for international luxury brands."

In 2021, the 'Bombón' handbag debuted, an evolution of the original. The Beamina website says "Designed

with love in Puerto Rico, every stitch is meticulously sewn within a world-class Spanish factory by



designed and inspired by pure love, being your best self and taking on the world with confidence.

"Zer, is the epitome of fashion meets art. We wanted to create a sleek and stylish handbag that could also give 'wings' to a whole generation to thrive," said Martinez. "The bag's design speaks louder than words,

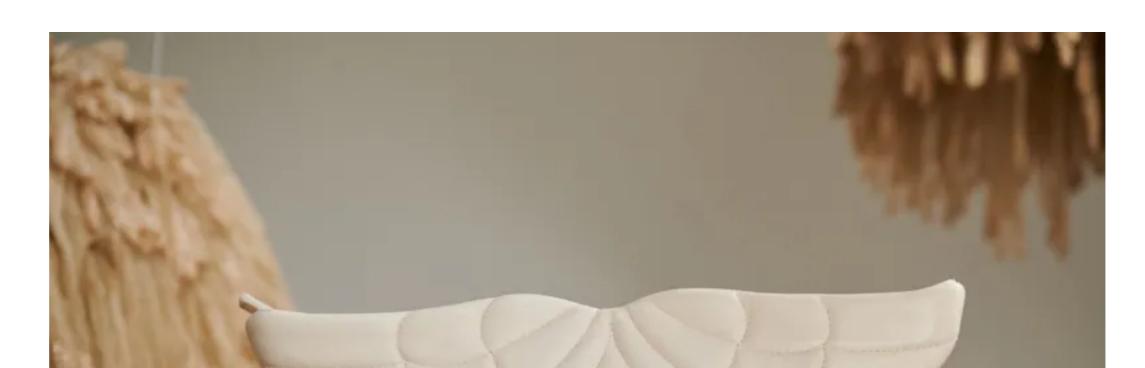
Zer, which means "to be" in Spanish, is a manifesto for spiritual guidance. Its structure embodies the

JOIN TODAY, MAKE YOUR PICKS WEEKLY AND ENJOY THE NEWS 6 INSIDER PERKS CLICKOPILANDO...../INSIDER

power of your inner "Zer", and provides reassurance you are loved and protected by your guardian angel, who is with you at every moment of your life."

CAN YOU BEAT THE NEWS 6 TEAM IN OUR ANNUAL PRO FOOTBALL PICK EM CONTEST?

READ MORE!



With every handbag purchase, Beamina donates a portion of proceeds to the Glasswing International Foundation. It's a non-profit organization with the mission of empowering, aiding and educating children and young people in Latin America. They do this through education, health, community empowerment and employment and entrepreneurship programs. Beamina has partnered with Glasswing's Youth L.E.A.D. program to help vulnerable girls in Latin America thrive.

But that's not all Beamina does to give back.

said Martinez. "And for two consecutive years, partnered with the Ricky Martin Foundation, a non-profit organization that advocates for the well-being of children and provides education and solutions for international efforts to abolish child trafficking. We believe that the ultimate luxury is giving back."

Hurricane Irma with A Smile for the Soul Foundation.

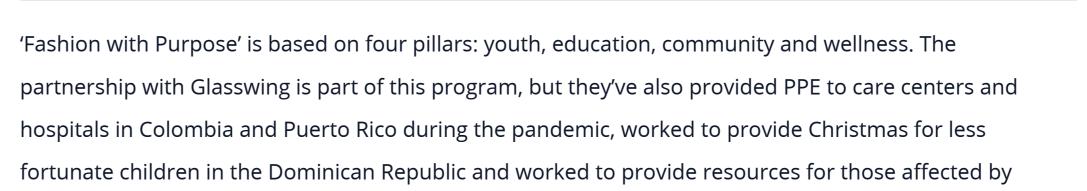
Meet our starting

CHANGERS

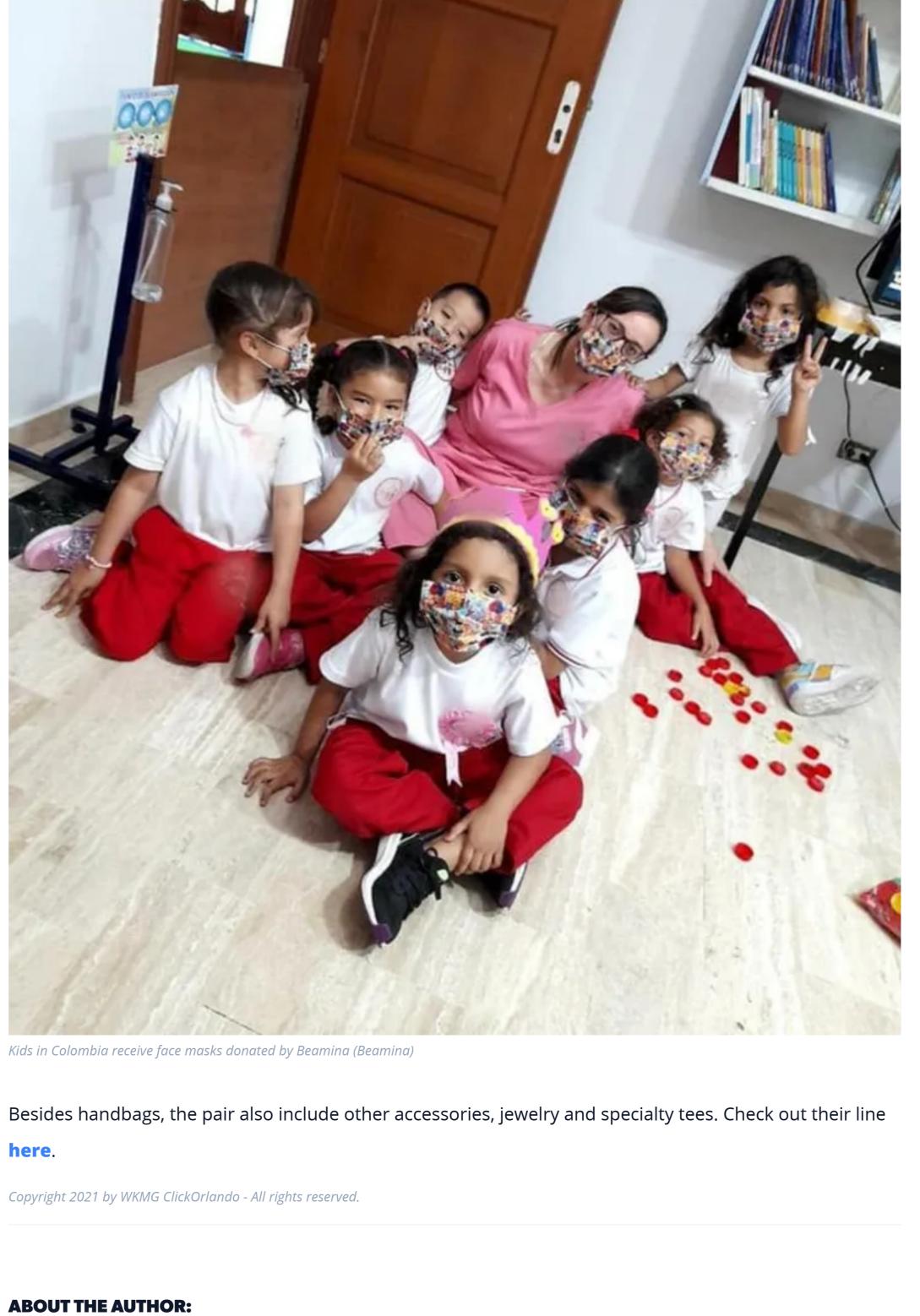
Meet our Starting

CHANGERS

"Paulina wanted to help girls like her, so we created our social impact program 'Fashion with Purpose',"

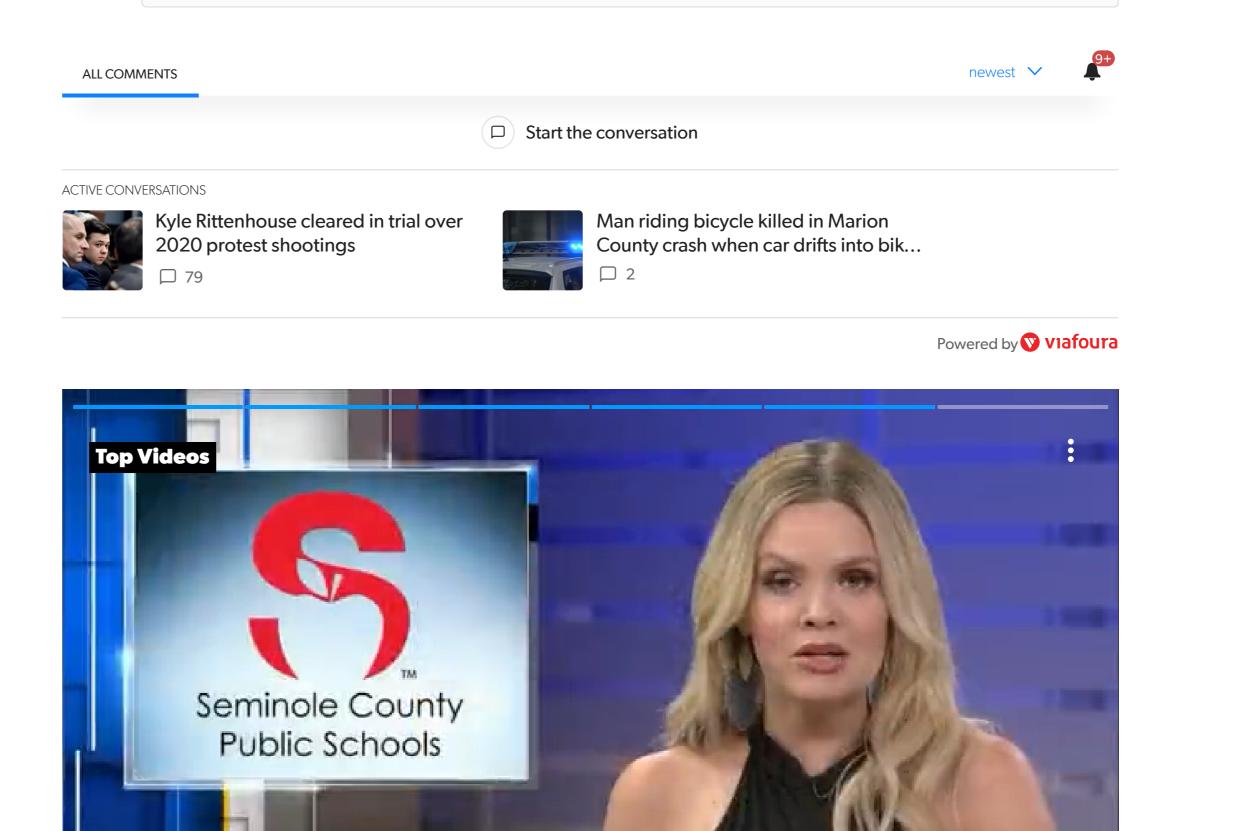


LEARN MORE



Tara Evans

Tara Evans is an executive producer and has been with News 6 since January 2013. She currently spearheads News 6 at Nine and specializes in stories with messages of inspiration, hope and that make a difference for people -- with a few hard-hitting investigations thrown in from time to time.



TV Listings

Contests and Rules

Closed Captioning

Contact Us / Follow on Social Media

Privacy Policy

Public File

Disability Assistance

Do Not Sell My Info

/ Follow on Careers at WKMG

FCC Applications

My Info

407-291-6000.

**Email Newsletters** 

RSS Feeds

Terms of Use

EEO Report

JULIE BROUGHTON

C JULIEBROUGHTONNEWS6

**FOLLOW US** 

NEWS

**FOLLOW** 

LOG IN | SIGN UP

email

Conversation

Start the conversation