

Chicaiza places second in international competition

Becker Chicaiza, owner and founder of Becker Salon on Mason Street, put his talents to the test last month in Paris, placing second in a competition among hairdressers from around the world. Becker was the only American out of the 55 contestants to place in the top three.

Becker entered the competition in conjunction with the L'Oréal Professionnel World Education Tour, which brings hairdressers to Paris each year to participate in a program and attend the Mondial Coiffeur Beauté, an exhibition of fashion and beauty that attracts more than 36,000 visitors.

Every five years, a competition at the Alexandre School showcases the top talent in hairdressing. This year's judges included beauty and style experts from such renowned companies as Christian Dior and Chanel, who narrowed down the 55 contestants to 11 and Becker made the first cut. To accommodate the many nationalities of the contestants, translators were provided. Becker's translator was from his hometown in Ecuador.

"It was a tremendously exciting experience for me to participate in this event and to be recognized by such leaders in the industry," said Becker who received a trophy and a certificate.

This past winter, Becker Salon was profiled in the L'Oréal Professionnel magazine, Unique Art, as one of the top L'Oréal Professionnel salons in the country. In the spring, Becker Salon was also featured as one of the top salons in this region in Wag magazine.



Becker Chicaiza, right, with a model showing his award-winning hairstyle.