10 Things You Need to Know About

Hinda Miller

Inventor of the Sports Bra

U.S. PATENT NO. 4,174,717

Born: April 18, 1950

Primary Connections:
- Deforest Concepts: Founder, 2000-present
- Vermont State Senator: 2003-2012
- Sara Lee, Champion Jogbra Division: President, CEO and vice president of communications, 1990-97
- Playtex Apparel: Co-president of the Sports Bra Division: 1990-91
- Jogbra Inc.: Co-founder and President, 1977-90

Education:
- Parsons School of Design: Bachelor’s Degree, Environmental Design, 1972
- New York University: Master’s Degree, Theater Design, 1976

Key Memberships/Awards:
- Sports Business Innovation Awards: Lifetime Achievement Award, 2015
- Vermont Business for Social Responsibility: Legislator of the Year, 2010
- Trinity College: Honorary Degree

1. Miller was born in Montreal, Quebec, and moved to the United States to attend college.

2. Miller visited Stowe, Vermont, with her family during her childhood, years before she would move to Burlington and help develop the Jogbra®.

3. She earned her bachelor’s degree in environmental design from the Parsons School of Design in New York, as well as her master’s degree in theater design from New York University.

4. During the summer of 1977, Miller worked as an assistant costume designer at the Champlain Shakespeare Festival alongside lead costume designer and future Jogbra co-creator, Polly Smith.

5. Miller and Lindahl were photographed together as runners in one of the early Jogbra print advertisements.

6. Miller became interested in yoga as an undergraduate at Parsons and she continues to practice today.


8. She and her husband Joel established the Hinda and Joel Miller Scholarship Fund at Champlain College in 2000 to provide female business majors with financial assistance.

9. Today, Miller enjoys dancing and is brown belt certified in a technique called Nia, a holistic fitness practice combining dance, martial arts and mindfulness.