10 Things You Need to Know About

Lisa Lindahl

Inventor of the Sports Bra

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

1. Lindahl was diagnosed with epilepsy at age 4 and says that it taught her the adaptability needed to find her way around obstacles.

2. Lindahl met future Jogbra® co-inventor Polly Smith in eighth grade when they both lived in Montclair, New Jersey.

3. Lindahl briefly worked at Princeton Theological Seminary as a secretary before moving to Burlington, Vermont.

4. In 1977, Lindahl was running 30 miles each week. When her sister began jogging, she called Lindahl and asked why there wasn’t “a jockstrap for women.”

5. Lindahl’s name on the Jogbra patent is documented as Eugenie, which is her given name.

6. Jogbra Inc. was launched in 1977.


9. Lindahl holds a master’s degree in culture and spirituality from Holy Names University.

10. She has 10 U.S. patents.