

Figure S1 ^1H -NMR (400 MHz, CD_3Cl) of *c*-1.

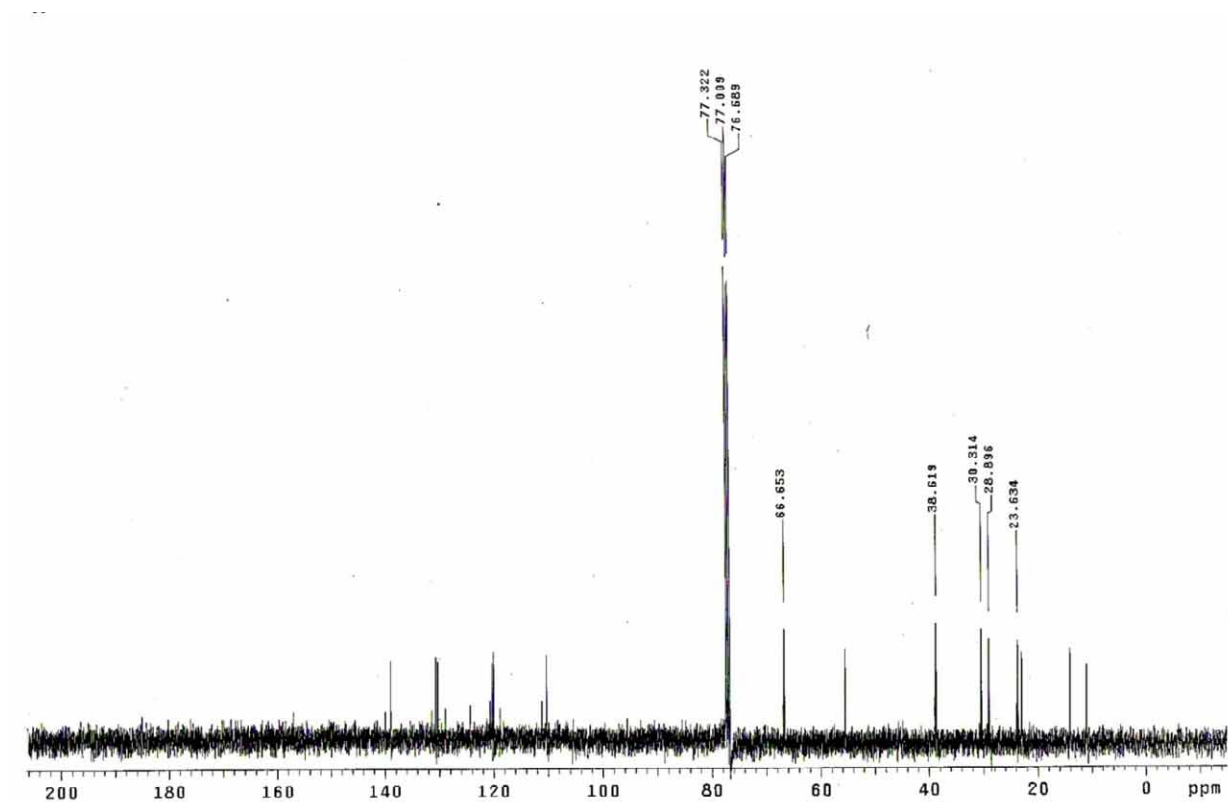


Figure S2 ^{13}C -NMR (100 MHz, CD_3Cl) of *c*-1.

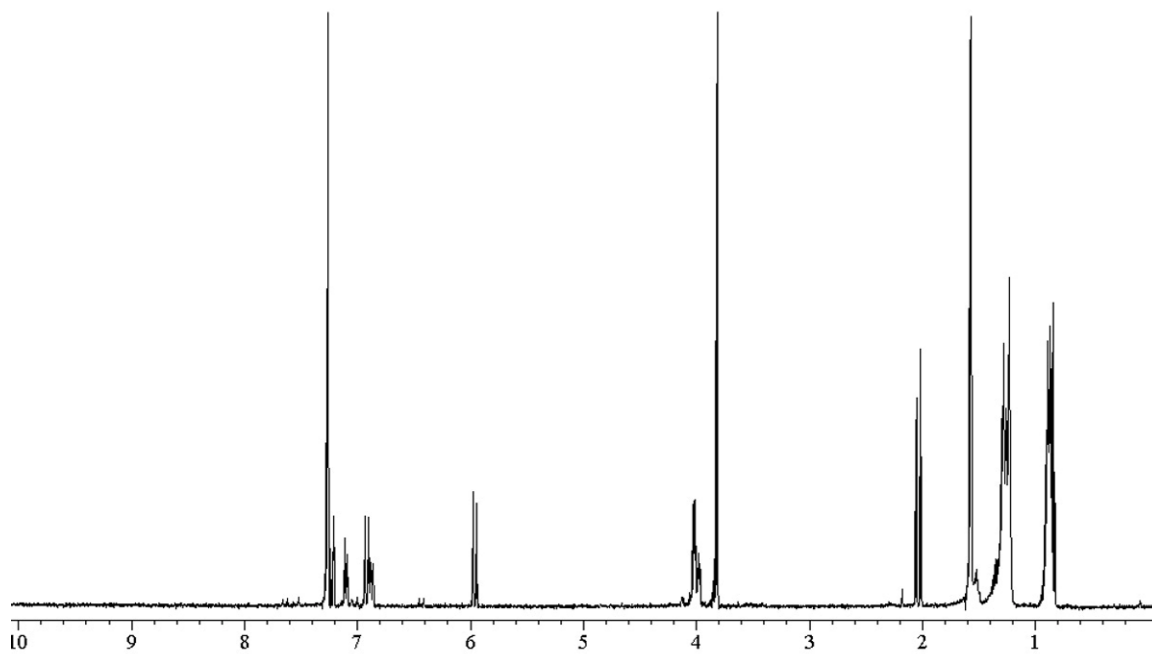


Figure S3 ^1H -NMR (400 MHz, CD_3Cl) of *c*-2.

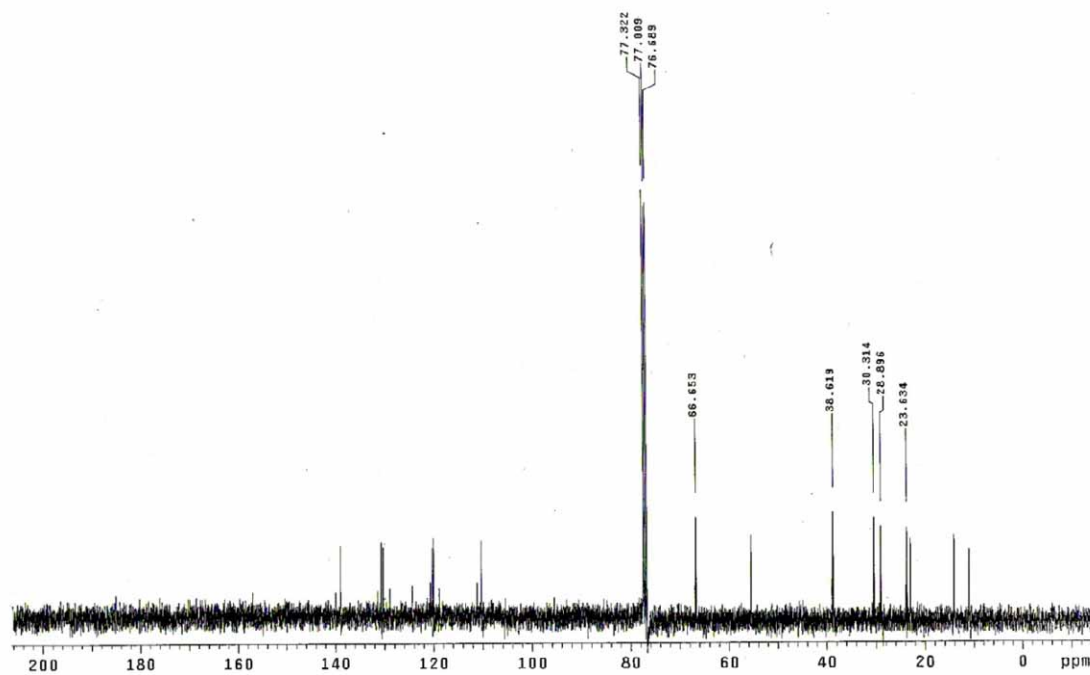


Figure S4 ^{13}C -NMR (100 MHz, CD_3Cl) of *c*-2.

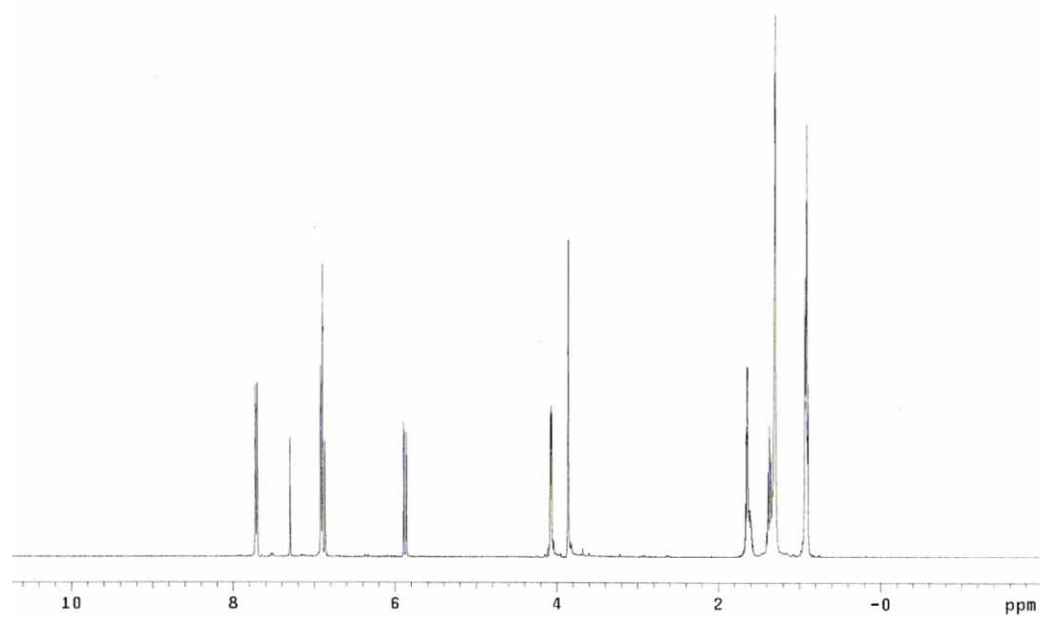


Figure S5

^{13}C -NMR (100 MHz, CD_3Cl) of *c*-3.

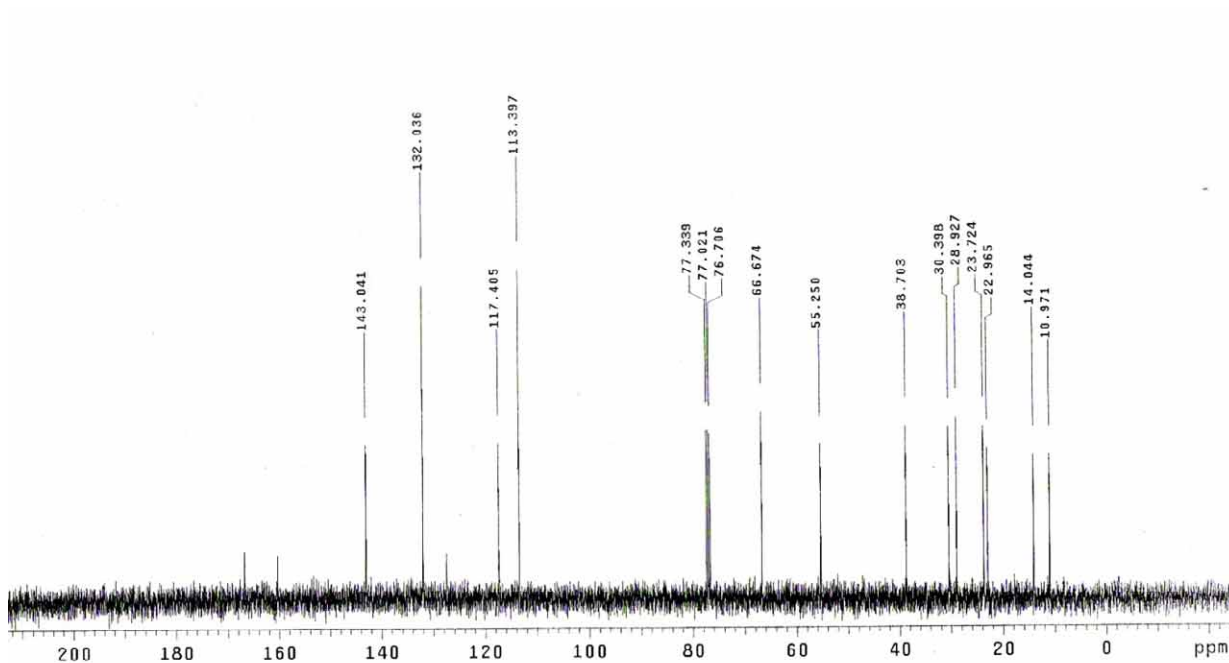


Figure S6 ^{13}C -NMR (100 MHz, CD_3Cl) of *c*-3.

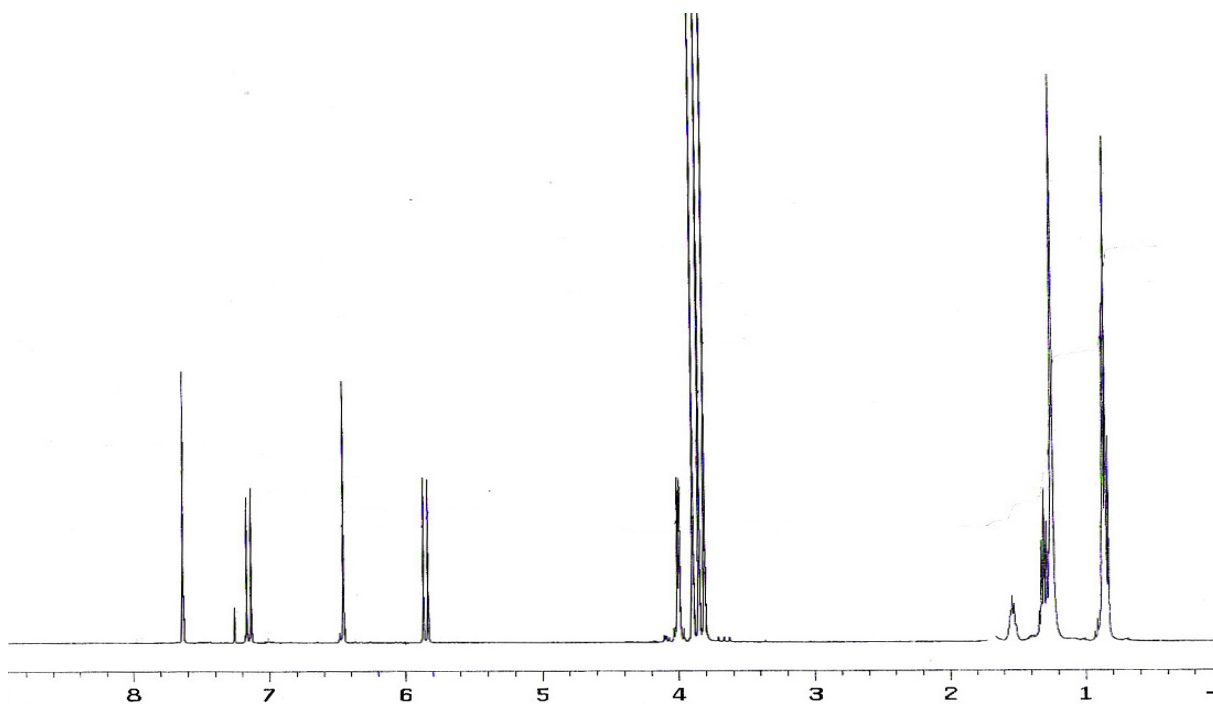
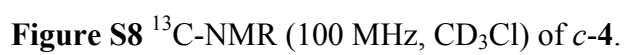


Figure S7 ^1H -NMR (400 MHz, CD_3Cl) of *c*-4.



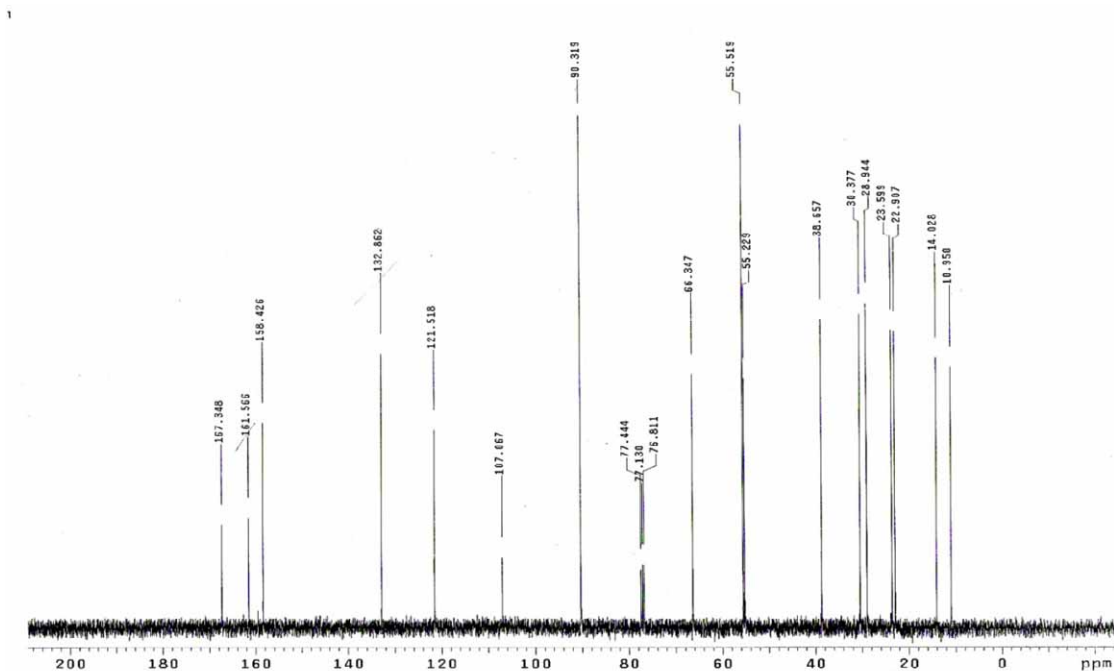


Figure S10 ^{13}C -NMR (100 MHz, CD_3Cl) of *c*-5.

2. ESI-MS of *cis*-cinnamates

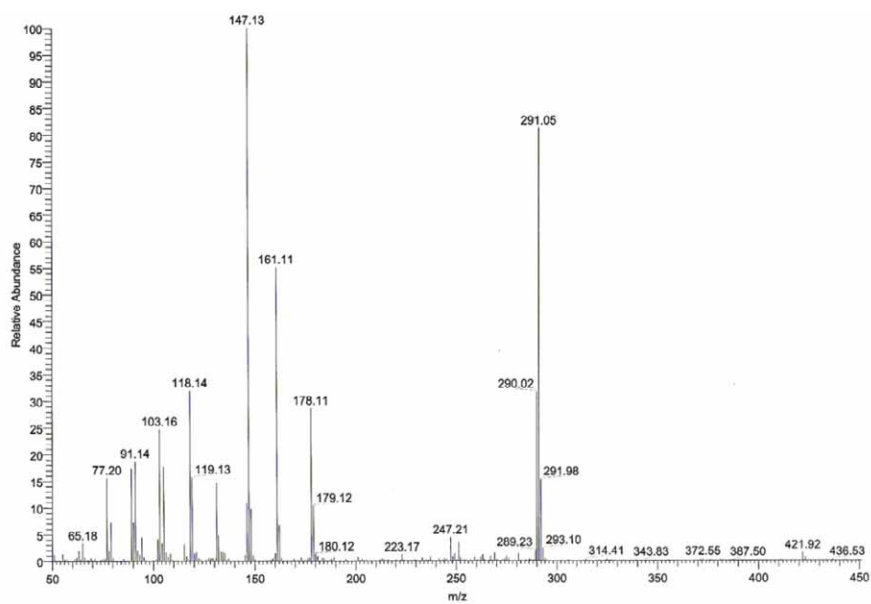


Figure S11 ESI-MS spectrum of *c*-1.

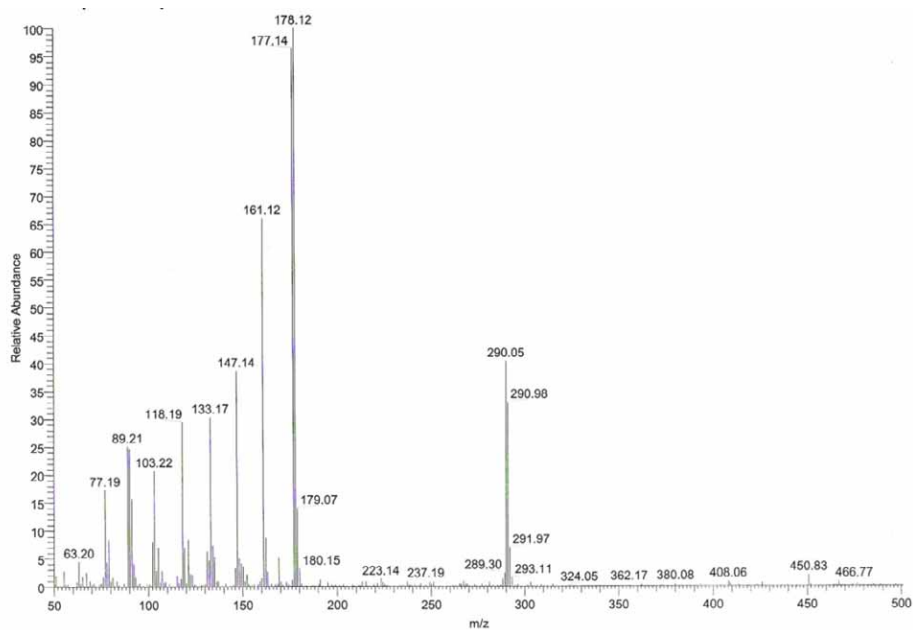


Figure S12 ESI-MS spectrum of *c-2*.

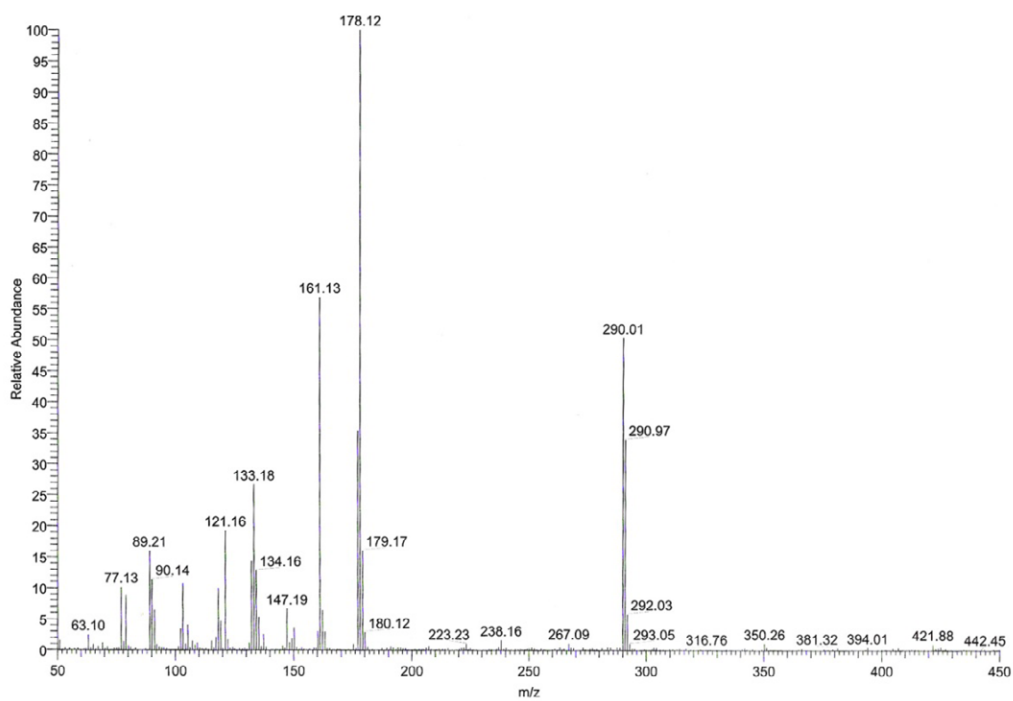


Figure S13 ESI-MS spectrum of *c-3*.

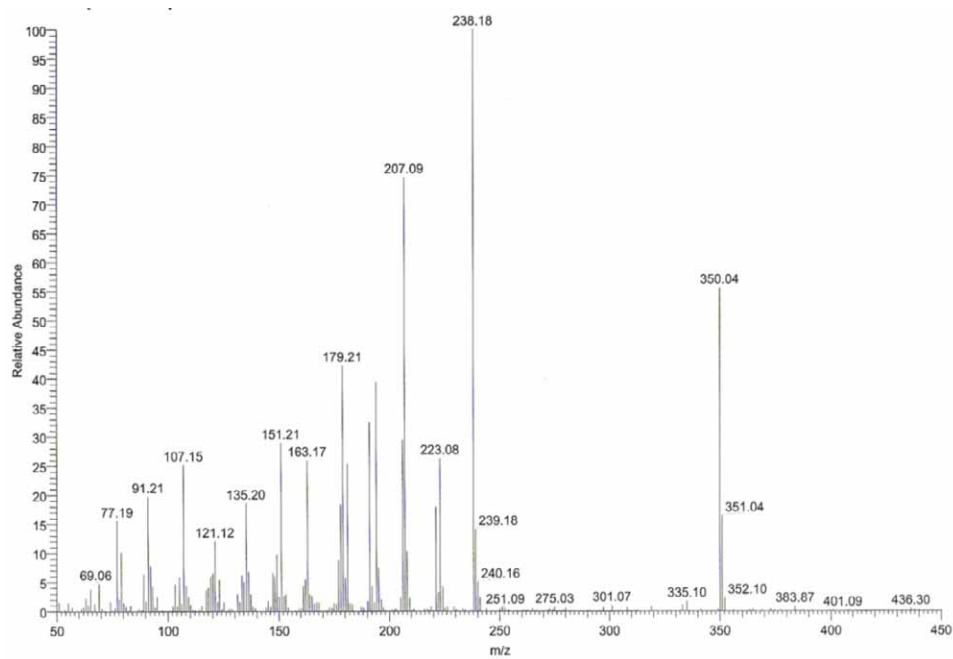


Figure S14 ESI-MS spectrum of *c-4*.

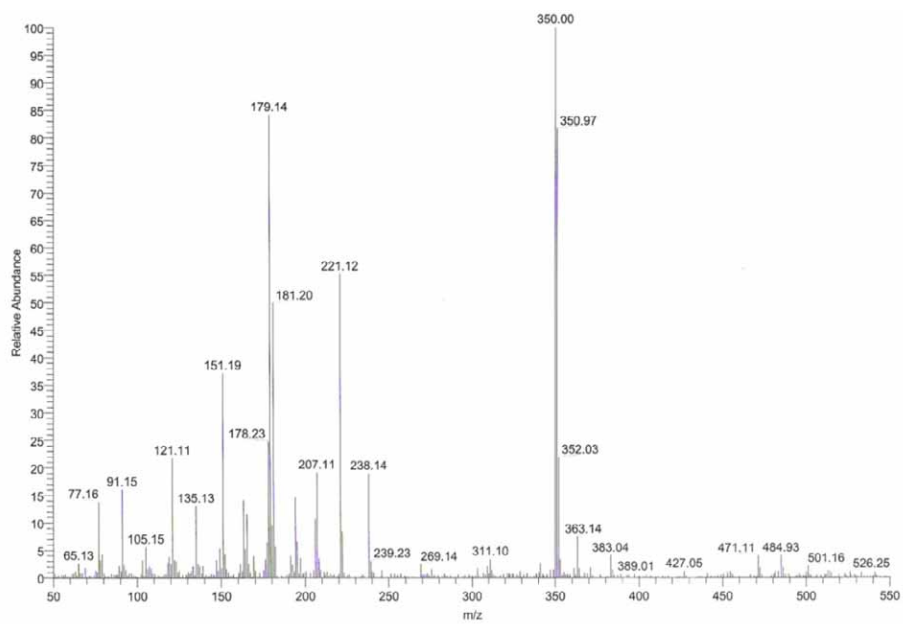


Figure S15 ESI-MS spectrum of *c-5*.

3. Emission spectra of *t-2*, *c-2*, *t-3* and *c-3* in 3MP at various temperatures

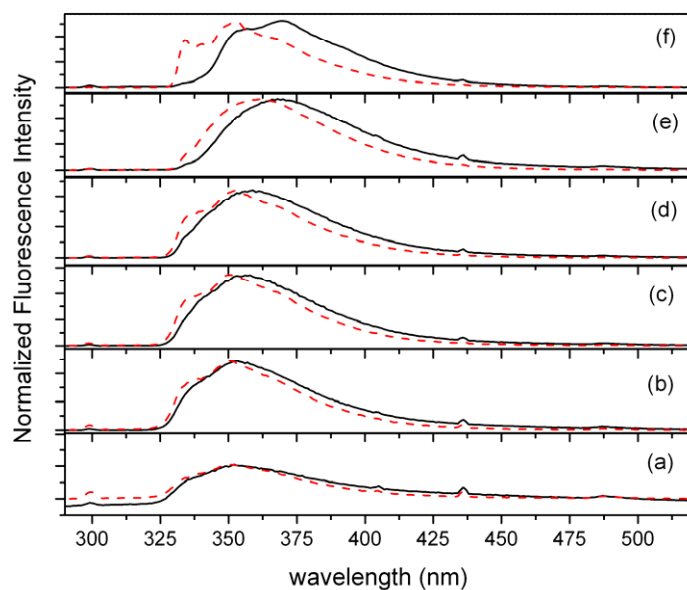


Figure S16 Emission spectra of *trans* (solid line) and *cis* (dashed line) of 2-ethylhexyl-*meta*-methoxycinnamate in 3MP at a) 300, (b) 250, (c) 200, (d) 150, (e) 100 and (f) 78K.

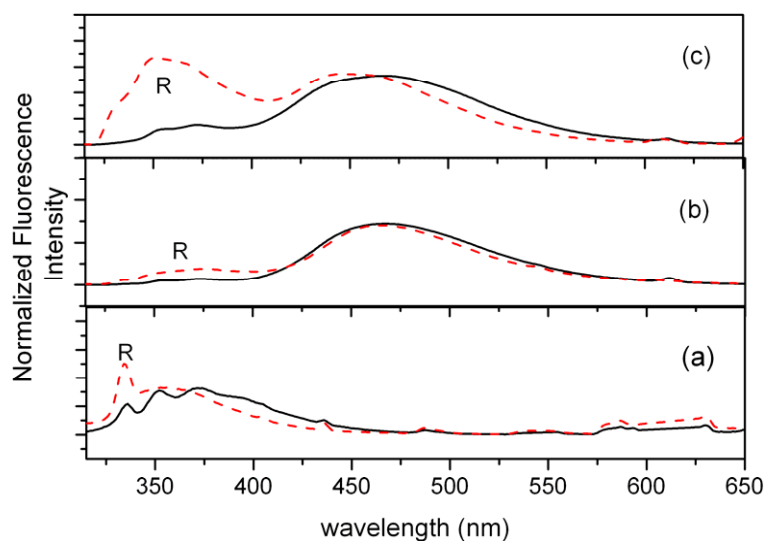


Figure S17 Emission spectra of *trans* (solid line) and *cis* (dashed line) of 2-ethylhexyl-*para*-methoxycinnamate in 3MP at (a) 279, (b) 100 and (c) 78 K (R= raman scattering).