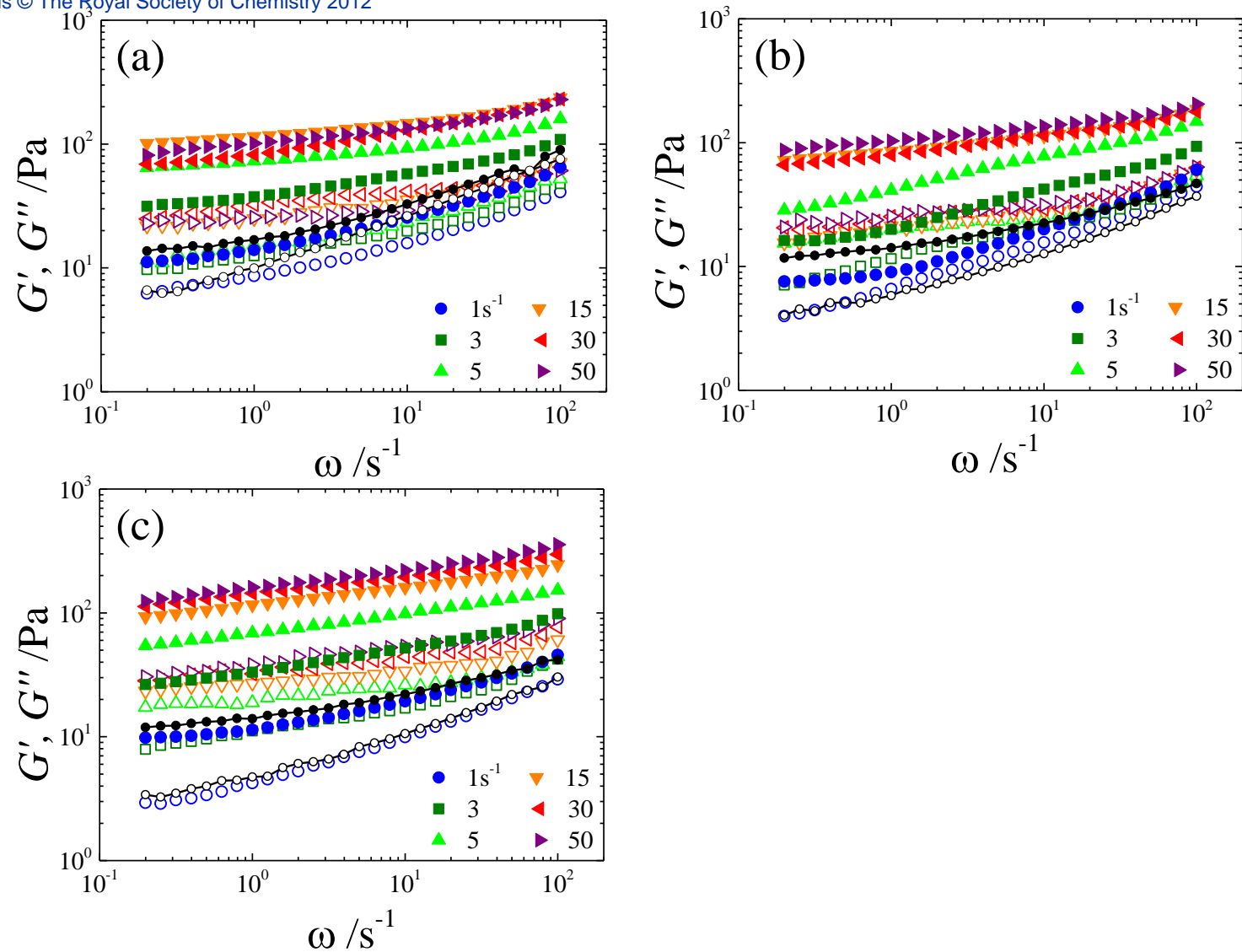


Support information: 1

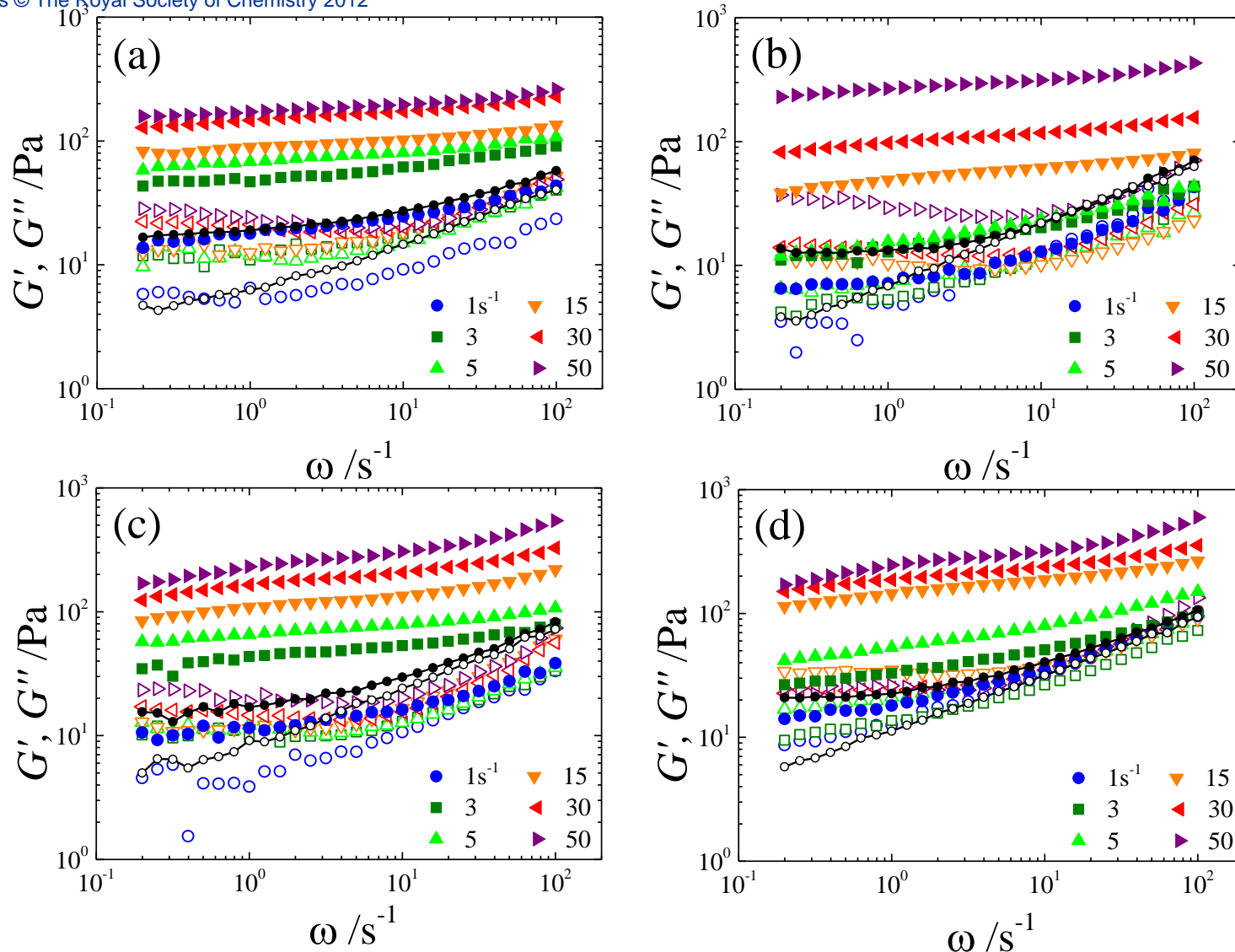
Phase diagrams of polymer-grafted surfactant systems with different EO chain lengths, (a): $N_{\text{EO}}=17$, (b): 27, (c): 37, respectively.

Phase diagram was made on the basis of polarized microscope and visual observations. L_1 , L_a and L_3 indicate the micellar phase, the lamellar phase and the sponge phase, respectively. L_{iso} is isotropic phase.



Support information: 2

Storage and loss moduli G' and G'' as a function of angular frequency for the polymer-grafted lamellar phase with P-EO(37) at (a): $X_P=0.4\%$, (b): $X_P=0.6\%$ and (c): $X_P=0.8\%$, respectively. Each symbols correspond to preshear rate applied before dynamic easurements. For the sake of comparison, dynamic moduli before preshearing are also shown as symbols connected with lines. Filled and open symbols are G' and G'' , respectively. Preshear was applied until the steady state viscosity was reached.



Support information: 2

Storage and loss moduli G' and G'' as a function of angular frequency for the polymer-grafted lamellar phase with P-EO(17) at (a): $X_p=0.4\%$, (b): $X_p=1.0\%$ and P-EO(27) (c): $X_p=0.4\%$, (d) 0.8% , respectively. Each symbols correspond to preshear rate applied before dynamic easurements. For the sake of comparison, dynamic moduli before preshearing are also shown as symbols connected with lines. Filled and open symbols are G' and G'' , respectively. Preshear was applied until the steady state viscosity was reached.