Soft Matter

RETRACTION

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Retraction: Milestone in the N_{TB} phase investigation and beyond: direct insight into molecular self-assembly

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Retraction of 'Milestone in the N_{TB} phase investigation and beyond: direct insight into molecular self-assembly' by Trpimir Ivšić *et al.*, *Soft Matter*, 2014, **10**, 9334–9342.

We, the named authors, hereby wholly retract this *Soft Matter* article. In the paper, we claim utilization of liquid state NMR for direct analysis of intermolecular interactions within thermotropic liquid-crystalline phases. However, our further investigation revealed that temperature measurements were incorrect; the NMR spectra were taken at a higher temperature than specified in paper. In fact, the two reported proton and NOESY spectra were not recorded in the liquid-crystalline phases but rather in the higher temperature isotropic state and just above the I–N phase transition, respectively. Therefore, Fig. 4b and c in the paper, as well as Table S2, Fig. S3b and S5 in the ESI cannot be relied upon.

We retract this article to avoid misleading readers and to correct the scientific record. We truly regret that such an event happened and we honestly apologise for any inconvenience to the readers.

Signed: Trpimir Ivšić, Marijana Vinković, Ute Baumeister, Ana Mikleušević and Andreja Lesac, 29th May 2015.

Retraction endorsed by Nicola Wise, Executive Editor, *Soft Matter*.

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