

## Supplementary information

### Inverse transition in the two dimensional dipolar frustrated ferromagnet

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Here we include the expressions of the variational mean field free energies per unit volume  $f \equiv F/L^2$  used in the work.

**Stripes free energy for  $n_{max} = 3$ , used in the calculation of the phase diagram Fig.3**

$$\begin{aligned} f_s[m_0, \dots, m_3, k_0] &= 2m_0^2A(0) + \sum_{n=1}^3 A(nk_0)m_n^2 - 2h m_0 + \frac{u}{2} [8m_0^4 + 24m_0^2m_1^2 + 3m_1^4 + 24m_0m_1^2m_2 + \\ &+ 24m_0^2m_2^2 + 12m_1^2m_2^2 + 3m_2^4 + 4m_1^3m_3 + 48m_0m_1m_2m_3 + 12m_1m_2^2m_3 + 24m_0^2m_3^2 + \\ &+ 12m_1^2m_3^2 + 12m_2^2m_3^2 + 3m_3^4 + ] \end{aligned} \quad (1)$$

**Bubbles free energy for  $n_{max} = 3$ , used in the calculation of the phase diagram Fig.3**

$$\begin{aligned} f_b[m_0, \dots, m_3, k_0] &= 18m_0^2A(0) + 3\sum_{n=1}^3 A(nk_0)m_n^2 - 6h m_0 + \frac{u6^4}{4} \left[ m_0^4 + m_0^2m_1^2 + \frac{2}{9}m_0m_1^3 + \frac{5}{72}m_1^4 + \frac{1}{3}m_0m_1^2m_2 \right. \\ &+ \frac{1}{9}m_1^3m_2 + m_0^2m_2^2 + \frac{2}{9}m_1^2m_2^2 + \frac{2}{9}m_0m_2^3 + \frac{5}{72}m_2^4 + 24m_1^3m_3 + \frac{2}{3}m_0m_1m_2m_3 + \frac{1}{9}m_1^2m_2m_3 + \\ &\left. + \frac{1}{6}m_1m_2^2m_3 + m_0^2m_3^2 + \frac{1}{6}m_1^2m_3^2 + \frac{1}{9}m_1m_2m_3^2 + \frac{1}{6}m_2^2m_3^2 + \frac{2}{9}m_0m_3^3 + \frac{5}{72}m_3^4 \right] \end{aligned} \quad (2)$$

**Stripes and bubbles free energies for  $n_{max} = 1$**

$$f_s[m_0, m_1] = 2m_0^2A(0) + A(k_m)m_1^2 - 2h m_0 + \frac{u}{2} [8m_0^4 + 24m_0^2m_1^2 + 3m_1^4] \quad (3)$$

$$f_b[m_0, m_1] = 18m_0^2A(0) + 3A(k_m)m_1^2 - 6h m_0 + \frac{u6^4}{4} \left[ m_0^4 + m_0^2m_1^2 + \frac{2}{9}m_0m_1^3 + \frac{5}{72}m_1^4 \right] \quad (4)$$

The one mode phase diagram from the inset of Fig.3 (compare with Fig.2 of Ref.[7] and Fig.4 of Ref.[13]) is obtained from these equations (references from the manuscript). They exactly map into Eqs.(8) and (9) of Ref.[7] with the replacement:  $m_0 = m_{s0}/2$ ,  $m_1 = m_s/2$  and  $m_0 = m_{B0}/6$ ,  $m_1 = m_B/2$  into Eqs.(3)

and (4) respectively. With an appropriated rescaling of the variables they also map into Eqs.(21) and (22) of Ref.[13].

**Stripes free energy at zero field (only modes with odd  $n$  contribute) for  $n_{max} = 9$**

$$\begin{aligned}
f_s[m_1, \dots, m_9, k_0] = & A(k_0)m_1^2 + \dots + A(9k_0)m_9^2 + \frac{u}{2} [3m_1^4 + 4m_1^3m_3 + 12m_1^2m_3^2 + 3m_3^4 + 12m_1^2m_3m_5 + \\
& + 12m_1m_3^2m_5 + 12m_1^2m_5^2 + 12m_3^2m_5^2 + 3m_5^4 + 12m_1m_3^2m_7 + 12m_1^2m_5m_7 + \\
& + 24m_1m_3m_5m_7 + 12m_3m_5^2m_7 + 12m_1^2m_7^2 + 12m_3^2m_7^2 + 12m_5^2m_7^2 + 3m_7^4 + 4m_3^3m_9 + \\
& + 24m_1m_3m_5m_9 + 12m_1m_5^2m_9 + 12m_1^2m_7m_9 + 24m_1m_3m_7m_9 + 24m_3m_5m_7m_9 + \\
& + 12m_5m_7^2m_9 + 12m_1^2m_9^2 + 12m_3^2m_9^2 + 12m_5^2m_9^2 + 12m_7^2m_9^2 + 3m_9^4]
\end{aligned} \tag{5}$$